35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 4, 1961

$30-million boost in national radio advertising is goal of new major sales drive 35

SPECIAL REPORT: New industry in Virginia brings new wealth of Old Dominion 95

Elmer W. Engstrom takes over RCA presidency as John L. Burns suddenly quits 76

If all tv commercials were good, the quantity wouldn't matter, says NLB's Harper 46

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when you think of **AUTOMOBILES** you think of **MICHIGAN**

when you think of SPOT TELEVISION— think of these stations

Anyone with automobiles on his mind thinks first of Michigan. Just as any alert national advertiser who is planning Spot TV thinks first of these stations. The reason is simple. They deliver the most effective results in their markets.

Edward Petry & Co., Inc.
Television Division
The Original Station Representative

KOB-TV	Albuquerque
WSB-TV	Atlanta
KERO-TV	Bakersfield
WBAL-TV	Baltimore
WGR-TV	Buffalo
WGN-TV	Chicago
WFAA-TV	Dallas
KDAL-TV	Duluth-Superior
WNEM-TV	Flint-Bay City
KPRC-TV	Houston
WDAF-TV	Kansas City
KARK-TV	Little Rock
KCOP	Los Angeles
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WVUE	New Orleans
WNEW-TV	New York
WTAR-TV	Norfolk-Newport News
KWTV	Oklahoma City
KMTV	Omaha
KPTV	Portland, Ore.
WJAR-TV	Providence
WTVD	Raleigh-Durham
WROC-TV	Rochester
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
WNEP-TV	Scranton-Wilkes Barre
KREM-TV	Spokane
KVOO-TV	Tulsa

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Wassail!

IT'S A GREAT SEASON

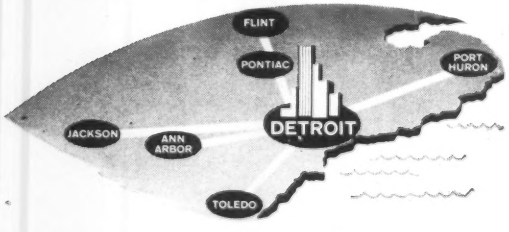
The goose hangs high at WWJ-TV.

We're delighted with our feast of NBC hits, pleased as punch by local audience-winners like Groucho Marx, Wyatt Earp, George Pierrot, Two Faces West, Ripcord, M Squad. And, we point with pride to our blue ribbon roster of sponsors and agencies.

Yes, it's a great season. Cheers!

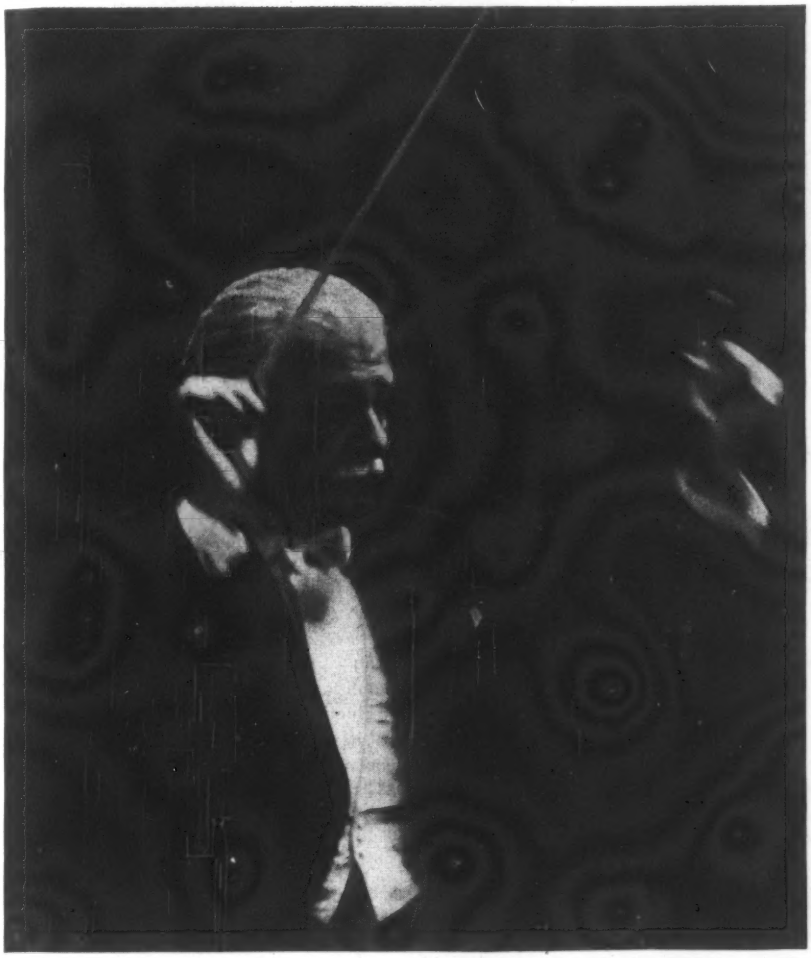
Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • ASSOCIATE AM-FM STATION WWJ • OWNED AND OPERATED BY THE DETROIT NEWS

Only on America's Finest Stations



The most acclaimed musical program on television, featuring the world's greatest conductors, guest artists and musicians!

The Award Winning ——

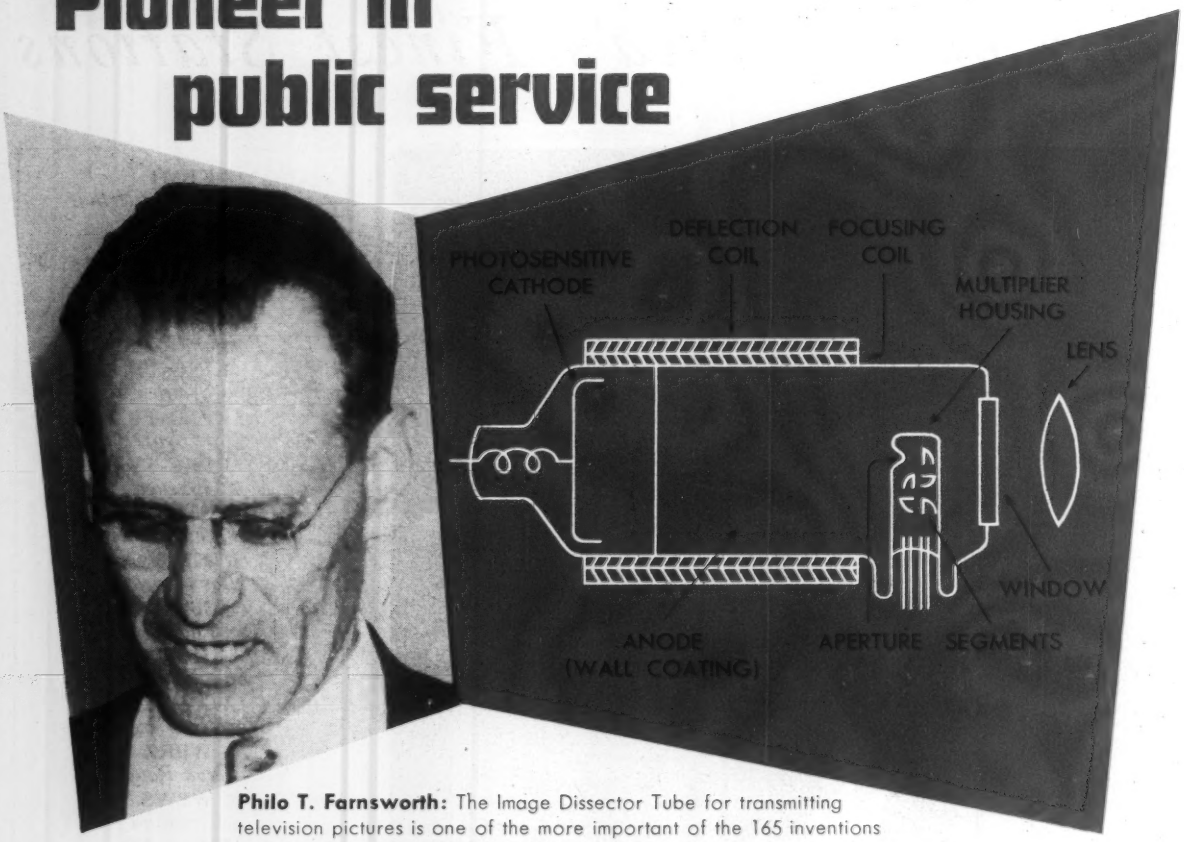
"Great Music from Chicago"

Join this list of prestige stations. Series II now available. For details, call or wire Bradley R. Eidmann, WGN Syndication Sales, 2501 W. Bradley Place, Chicago 18, LAkeview 8-2311.

A WGN Syndication Feature

KBMT
Beaumont-Port Arthur
KDAL-TV
Duluth-Superior
KGNC-TV
Amarillo
KGW-TV
Portland, Oregon
KING-TV
Seattle
KPLR-TV
St. Louis
KPRC-TV
Houston
KSYD-TV
Wichita Falls
KTTV
Los Angeles
KTVK
Phoenix
KTVU
San Francisco
WAVY-TV
Norfolk, Virginia
WBRZ
Baton Rouge
WEWS
Cleveland
WFAA-TV
Dallas
WFMY-TV
Greensboro, N. C.
WGAN-TV
Portland, Maine
WHCT
Hartford, Conn.
WHO-TV
Des Moines
WHYN
Springfield, Mass.
WISH-TV
Indianapolis
WNDU-TV
South Bend
WOR-TV
New York
WPTV
Palm Beach
WRVA-TV
Richmond
WSLS-TV
Roanoke
WSM-TV
Nashville
WTCN-TV
Minneapolis
WTTV
Indianapolis

Pioneer in public service



Philo T. Farnsworth: The Image Dissector Tube for transmitting television pictures is one of the more important of the 165 inventions patented by Farnsworth. In this tube the first use was made of electron optics, the electron microscope was first built and used in the study of its photoelectric surfaces, the first electron multiplier was used, the first flat window seal was made, magnetic focusing was first used, and the so-called "black light" converter (infra red light) was developed for the sniperscope by viewing the electron image of the dissector on a fluorescent screen.

WGAL · WGAL-FM · WGAL-TV have pioneered in the development of mass communications. Established in 1922, 1944, and 1949, respectively, these stations have been and are dedicated to serving all listeners in the cities and communities throughout their coverage areas.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

KOGO-AM-FM-TV to Time-Life

Contract was being drawn last week for sale of KOGO-AM-FM-TV San Diego to Time-Life Broadcast Inc. for about $6.25 million. Sellers are Fox, Wells & Rogers, investment firm, representing majority and *Newsweek* division of Washington Post Co. with 46.22%. Transaction, through Blackburn & Co., was negotiated with James Rogers of Fox, Wells and executives of Time Inc. and of its broadcast division, headed by Frederick S. Gilbert, general manager.

Washington Post Co., which last year acquired Newsweek, *along with minority ownership in San Diego stations, reportedly was not interested in acquiring full ownership of stations because of geography and because its broadcast interests are in South Atlantic area (WTOP-AM-FM-TV Washington and WJXT [TV] Jacksonville). Time-Life stations are KLZ-AM-TV Denver, WTCN-AM-TV Minneapolis, WFBM-AM-TV Indianapolis and WOOD-AM-TV Grand Rapids, plus production and foreign minority holdings.*

Three-year rule

Within next two weeks Broadcast Bureau will recommend to FCC that pending "three-year holding rule" be adopted. Proposed year ago on 5-2 vote (BROADCASTING, Dec. 12), new rule would require original applicant or purchaser to hold station for minimum of three years, except in extenuating circumstances. It met violent broadcaster opposition (BROADCASTING, Jan. 30) and has been dormant since. FCC spokesman said last week that rule will not be "killed or watered down" after FCC had asked bureau to bring forth its recommendation.

Political bite?

In its early deliberations, Presidential Commission on Campaign Costs has talked enough about high price of political campaigning on air to indicate it may propose new law to put bite on broadcasters for more free time. Commission, appointed two months ago by President Kennedy (BROADCASTING, Oct. 9), has been told to submit report by next March 30, so that legislative proposals may be made in time for action by next session of Congress.

Commission is headed by Alexander Heard, dean of U. of North Carolina graduate school. Two of its nine members have broadcasting connections: Paul Porter, FCC chairman in Roosevelt administration and now Washington lawyer, and Walter Thayer, president of New York Herald-Tribune, *part of John Hay Whitney holdings that include Corinthian stations. At organization meeting, President Kennedy told commission members it was essential that something be done to reduce campaign costs and find means of financing that won't leave winning candidates beholden to big contributors.*

Newt. Jr. C of C selection

Among 10 outstanding young men selected annually by Junior Chamber of Commerce (and announced in January) will be at least two young New Frontiersmen. They are FCC Chairman Newton N. Minow, who was 35 last January 17, and Theodore C. Sorenson, special counsel to the President, 33 last May 8.

Spectrum specialist

White House staff is studying recommendations by Bureau of Budget for creation of telecommunications administrator in Executive Dept. He would be supervisor of that portion of spectrum used by military and other government agencies now handled by Interdepartmental Radio Advisory Committee. Move will not affect FCC jurisdiction over non-government assignments, but will plug hole in spectrum administration. After this step overall spectrum management can be considered.

WFIL's $3.5 million center

On drawing board are plans for $3.5 million broadcast center for WFIL-AM-FM-TV Philadelphia and Triangle Publications' radio and television division headquarters. To be located at western Philadelphia city line (across from WCAU-AM-FM-TV headquarters) facility will be situated on four-acre site with main studio, production and technical equipment housed in circular design. (KTRK-TV Houston dedicated its circular design building last month.)

Target date for WFIL plant, according to Roger W. Clipp, vice president and general manager of Triangle's radio and television division, is February 1963. Four-level structure will provide 75,000 square feet of useable space. Other Triangle stations are WFBG-AM-FM-TV Altoona, WLYR-TV Lebanon; WNBF-AM-FM-TV, Binghamton, WNBC-AM-FM-TV New Haven and KFRE-AM-TV, KRFM (FM) Fresno.

Goodyear in radio

Goodyear tire is buying spot radio in six major markets—reportedly as result of new selling technique being used by RAB (see page 30). Markets are Milwaukee, Detroit, Denver, Los Angeles, San Francisco and St. Louis, with orders for minutes predominating. Campaign slated to run six months.

FCC's reduced workload

FCC's workload also appears to have diminished rather suddenly. Whereas FCC meetings used to occupy all day Wednesday and on many occasions go into Thursday, FCC hasn't had meeting that has lasted two or three hours since Congress quit last September. Agendas have been unusually light. To some degree this is attributed to delegation of more routine matters to staff and also to fact that Congress hasn't been preempting FCC time.

Lestoil's net-spot plans

Lestoil's first-time jump into network tv comes to some $1.5 million, but it won't desert spot. Announcement in mid-December will detail Lestoil's 1962 buys. Reportedly, strategy will include participations in four nighttime shows on ABC-TV and an across-board strip of NBC-TV daytimers to add to NBC-TV prime-time buys already announced (AT DEADLINE, Nov. 27). Spot tv will emerge just after beginning of year with as much as $5 million to be budgeted. Sackel-Jackson, Boston, is agency for Lestoil, which has been heavy brand spot advertiser, last year alone spending more than $7 million in spot.

ARB-McDonald pact

Working relationship is to be announced shortly whereby American Research Bureau will market McDonald Research Ltd.'s Canadian audience measurements to U.S. buyers and McDonald will market ARB's U.S. measurements to Canadian buyers. Purpose: To offer quicker access to ratings for agencies located in one country but buying time in other. Interchange of research data, validation studies, etc., between ARB and McDonald also provided in agreement, which involves no exchange of money or stock. Two companies have similar services, both diary and instantaneous. McDonald's instantaneous, operating on Toronto, is Synchronous Audience Measurement (SAM); ARB's, national is Arbitron.

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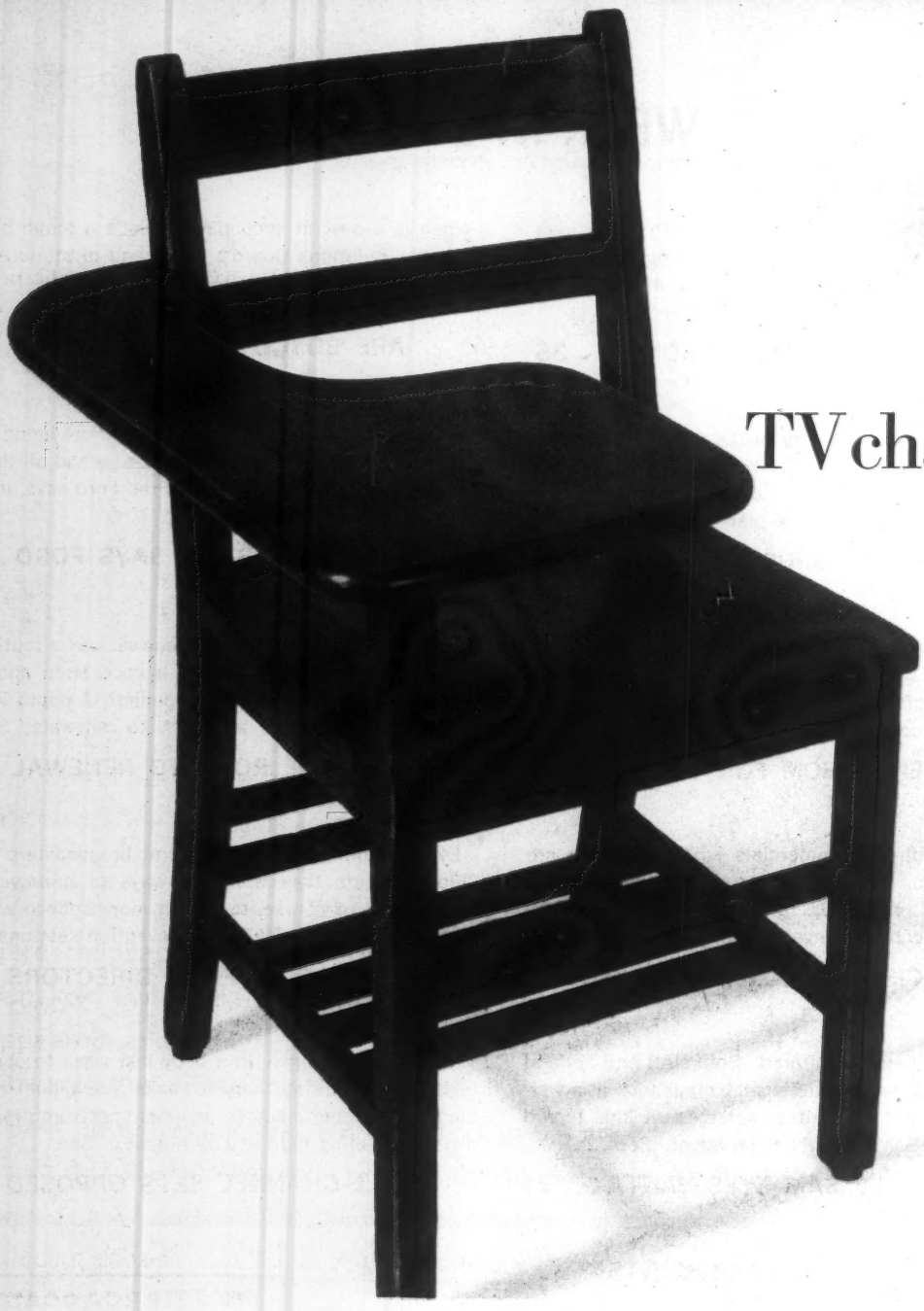
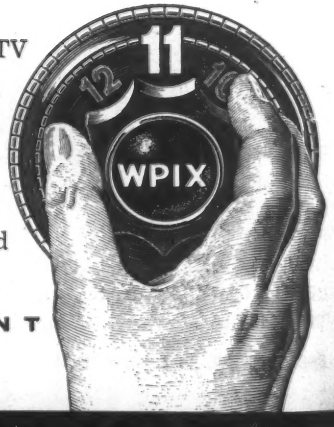


TV chair

More than 1,000,000 students in the New York area view WPIX-11 educational TV as part of their regular curriculum. From 9:00 AM to 3:30 PM Monday thru Friday WPIX-11 telecasts twenty-two different courses under the auspices of the New York State Board of Regents for in-school students and viewers at home. This marks the fourth consecutive year of WPIX-Regents programming, the only association of such magnitude in the nation between Educational Television and a Commercial Television Station.



NEW YORK'S PRESTIGE INDEPENDENT

Theatres ask court to stop Hartford pay tv

FCC, RKO GENERAL DENY CHARGE TEST IS ILLEGAL

Theatre owners moved into court Friday to block start of pay tv.

Questioning legal right of FCC to approve three-year Phonevision test over WHCT (TV) Hartford (BROADCASTING, Feb. 27), Marcus Cohn, counsel for Connecticut Committee Against Pay Tv, charged that commission violated its own criteria in Third Report and argued that fee project is contrary to public interest.

Commission's grant was defended by Max Paglin, FCC general counsel, and Harold Cohen, representing RKO General, (licensee of WHCT). Argument was before three-judge panel of appeals court in Washington.

Mr. Cohn's claims: (1) Public will have to pay for decoders, (2) public will be deprived of free programs now received from WHCT during prime hours, (3) FCC can't approve service for which public must pay without regulating charges, (4) licensee of WHCT will not have control of programs as required by FCC.

For Test Only ▪ Mr. Paglin stressed that grant is not permanent but for trial of Phonevision pay system. "This is just the opening innings of the ball game," Mr. Paglin said. He emphasized that grant was made to get "meaningful facts" on whether public desires pay tv.

There is no question that FCC has legal authority to authorize pay tv, general counsel maintained.

Mr. Cohen stressed Hartford service will be trial of fee tv in marketplace—which is best method of finding whether it is in public interest, he stated. Public will not be taxed, Mr. Cohen said; RKO General is prepared to spend $2 to $10 million on project and expects to lose $1 million.

Circuit Judges Henry W. Edgerton, Warren E. Burger and Walter M. Bastian constituted panel.

Ted Bates associates with agency in Paris

Ted Bates & Co., New York, has formed association with French agency, Agence Francaise de Propagande, Paris, it's announced today (Dec. 4) by Rosser Reeves, chairman of Bates, and by Pierre Guichenne, president of French agency.

New company will function in France as A.F.P.-Ted Bates, S.A., with offices at 61, Avenue Hoche, and 6, Rue Arsene Houssaye, both Paris. Armand de Malherbe, managing director of Agence Francaise de Propagande, becomes president and directeur general of A.F.P.-Ted Bates.

Combined Bates organization personnel in New York, London, Toronto, Montreal, and Paris, will total about 1,300 people. Estimated worldwide total billings are about $170 million, including close to $4 million annual billings of French agency.

Pepsi, Allen to part

Pepsi-Cola's disenchantment with ABC-TV's *Steve Allen Show* (Wed., 7:30-8:30 p.m.) is now said to be complete. Pepsi is reported to have notified network it will cancel its alternate-week, half-hour sponsorship of *Allen*, effective Dec. 27. Pepsi-Cola and its agency, BBDO, New York, will use funds allocated for *Allen* for minute participations on ABC-TV, CBS-TV and NBC-TV programs. Selection of shows is now in progress. ABC-TV plans to continue with *Allen* despite Pepsi's defection.

Bristol-Myers renews 90% discount tv deal

Bristol-Myers Co., which has been participating in so-called "barteredtime" offer through A.P. Management Corp., Beverly Hills, Calif., since September, on behalf of its Ipana toothpaste, plans to continue deal next year for other B-M Products, it was learned last Friday. Advertiser not only gets product plugs in certain five-minute programs which A.P. Management gives to stations, but also gets spots in other programs and in commercial breaks. Bristol-Myers saved estimated $900,000 in deal involving 1,600 radio stations. B-M got five five-minute programs per station per week for 13 weeks for $105,000 (card rate value estimated at $1,007,000). Stations are "paid" in programming and merchandise. A.P. Management's programs to date feature such stars as Eddie Cantor, George Raft and Jacques Bergerac, but others are in works, including one-minute vignettes on public service subjects.

Gardner revamps media, research

Media and research departments of Gardner Adv., St. Louis, are being combined in major marketing reorganization to better serve agency clients. Three new combination media-research groups, each of equal rank and without special name, are being established, it was learned Friday.

Assistant marketing director in charge of first new group will be Warren B. Wiethaupt, formerly media supervisor. Ralph Neugebauer becomes media supervisor and Ralph Franklin becomes research supervisor within Mr. Wiethaupt's group. Don Osten, formerly account executive, becomes assistant marketing director heading second group, which will include Patricia Schinzing as media supervisor and Norman Peskind as research supervisor. Head of third group is yet unnamed but group will include Bob Faust as media supervisor and Jean Drewett as research supervisor.

Messrs. Wiethaupt and Osten will report to Fred Gerlack, formerly research director, who becomes associate marketing director, St. Louis. He in turn will report to Frank E. Heaston, who continues as vice president-marketing director, New York and St. Louis.

R. R. Riemenschneider, vice president and media director at St. Louis office of Gardner, resigns to join Campbell-Mithun, Minneapolis. Winston Miller and Joe Turner of Gardner's St. Louis media staff also resign.

Ado about 'CBS-TV Reports'

CBS-TV program, "Biography of a Bookie Joint," has stirred up controversy among law enforcement agencies. Show, blacked out in Boston, was aired on *CBS Reports* last Thursday (Nov. 30).

Program showed raids on bookie joint in Boston and people entering and leaving place, including several Boston policemen. Suffolk County District Attorney Garrett H. Byrne, after viewing preview of show, said he would

more AT DEADLINE page 10

WEEK'S HEADLINERS

William R. McAndrew, executive vp of NBC News, was elected to network's board of directors. Newly elected vps of NBC are **Ellis O. Moore,** director of press and publicity; **Alexander S. Rylander,** director of promotional services, and **Grant A. Tinker,** general program executive. Mr. Moore has been with NBC since 1952 and has been director of press and publicity since 1959. Mr. Rylander joined NBC in 1955 as exploitation director. Mr. Tinker has been with NBC since Nov. 2. Earlier he was vp and director of programming for Benton & Bowles, New York.

Dr. Elmer W. Engstrom, senior executive vp of RCA since 1955, elected president of corporation, succeeding **John L. Burns,** who has resigned. Mr. Burns will continue to serve RCA on special assignments from board chairman David Sarnoff. **Arthur L. Malcarney,** executive vp of RCA Defense Electronic Products, named to board of directors, effective today (Dec. 4). He fills vacancy on board created by resignation of Mr. Burns (story, page 76).

For other personnel changes of the week see FATES & FORTUNES

submit evidence to grand jury in investigation of possible collusion between Boston policemen and racketeers.

Extra RCA dividends declared on two stocks

RCA board Friday (Dec. 1) declared 2% common stock dividend in addition to regular quarterly cash dividend of 25 cents per share on common stock. Dividend of 87½ cents per share was declared on first preferred stock for period Jan. 1, 1962 to March 31, 1962.

Dividend on preferred stock is payable April 2, 1962, to holders of record at close of business on March 5, 1962. Common stock dividends are payable to holders of record at close of business on Dec. 15. Cash dividend will be paid on Jan. 22, 1962, and stock dividend on Jan. 29, 1962.

Tv network specials compared by Arbitron

Simultaneous presentation of specials on three tv networks Thursday (Nov. 30) offered interesting study of viewing taste with top drama, musical and documentary programs pitted against each other.

One of trio, "Biography of a Bookie Joint" on *CBS Reports,* garnered program's highest rating of season—with average for hour at 13.5 against 6.8 average in previous week according to National Arbitron. ABC-TV's "Yves Montand" special kept slight edge over *CBS Reports.*

Hallmark's "Victoria Regina," on NBC-TV (9:30-11 p.m.) maintained ratings lead for entire 90 minutes, including first half-hour against regular programs, *Margie* and *Investigators* on ABC-TV and CBS-TV, respectively.

Complete National Arbitron (overnight) ratings and share of audience figures for all network shows in 90-minute period follow below:

	RATING	SHARE
9:30-10		
Hallmark	19.8	34.9
Margie	19.3	34.1
Investigators	14.4	25.4
10-10:30		
Hallmark	20.2	36.9
Yves Montand	14.6	27.6
CBS Reports	14.2	26.3
10:30-11		
Hallmark	19.3	38.9
Yves Montand	13.2	27.6
CBS Reports	12.7	26.1

Galvin asks 30-vhf band or 60-uhf band for tv

Reallocation of tv into one contiguous 30-channel band starting at present vhf ch. 7 or containment in smaller 60-channel all-uhf band was urged by Motorola President Robert W. Galvin in talk before Institute of Radio Engineers at Minneapolis. In text released Friday, Mr. Galvin urged changes to accommodate more non-broadcast services.

Mr. Galvin also called for legislation by Congress to broaden powers of FCC to function as total arbiter of spectrum instead of sharing authority with Independent Radio Advisory Committee. As alternative, he endorsed establishment by law super-spectrum agency to arbitrate between FCC and IRAC. He said FCC in ten years has lost out as principal spectrum authority and that IRAC now controls 70% of frequencies (40% on exclusive basis) and FCC controls only 30% in range from 25 mc to 10,500 mc.

Overseas sales to aid U.S. tv, says Johnson

Griffith Johnson, vice president of Motion Picture Assn. of America, predicted Friday foreign markets will provide opportunities for future growth of U.S. television.

He said U.S. tv films sold abroad will return $45 million in 1961.

Since number of television sets in use in free world outside U.S. is growing at far faster rate than in almost-saturated American market, he said, "relative importance of the foreign market as a buyer of tv film" is bound to increase. Mr. Griffith testified before House subcommittee studying question of "runaway" production—American films made abroad for U.S. consumption.

Union officials agreed importance of foreign markets for tv producers is increasing—but said this will hasten trend to foreign production of American television films.

H. O'Neil Shanks and John W. Dehners, officials of Hollywood AFL Film Council, conceded runaway production is not same problem in tv industry as it is in theatrical film field. But they repeated union's prediction (BROADCASTING, Oct. 2) that it will become serious "threat" unless steps are taken to prevent it.

Global tv cheaper by jet, says Craven

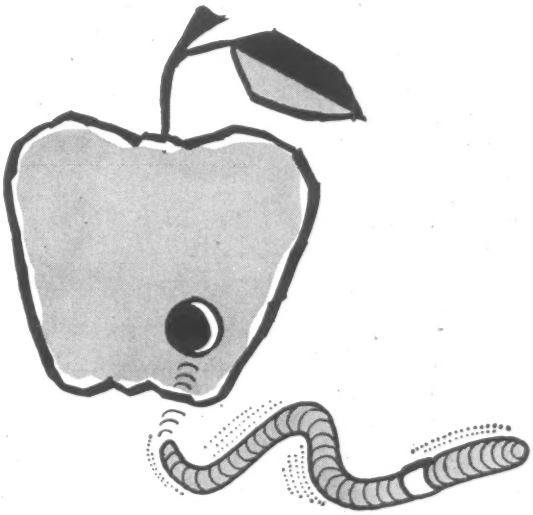
Much of global tv broadcasting among nations in future will be taped, transported by space jets and placed on national networks of each country at time most suitable to local populations, FCC Commissioner T. A. M. Craven predicted in talk before Collins Radio Co. Technical Assn. in Cedar Rapids.

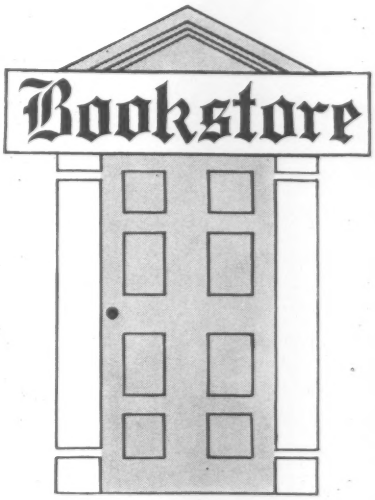
Though global live telecasting by satellites is technically possible, he said, many operational, administrative and economic problems make it highly impractical and unlikely. He did feel there would be instances when live programs of extreme importance would be relayed by common carrier satellites and rebroadcast live by local systems using technical standards of each nation.

Direct satellite-to-home system would require every citizen of world to have two sets, one for own national system and other for international system, because of spectrum conflicts, he explained. Cost also would be in billion dollar range.

Norge quits Chicago agency

Norge Division of Borg-Warner Corp. and agency Keyes, Madden & Jones, Chicago, announced parting by mutual agreement Friday. Norge will chose between Clinton E. Frank Inc. and Needham, Louis & Brorby, both Chicago, by end of year after considering presentations. Account bills $1.1 million in all media.





THE WORM TURNED
(in Virginia, that is)

Once upon a time there was a worm that got tired of apples and took up books. He hit on a choice morsel—a two-volume history of the Shenandoah Valley, standing straight and proud in the usual order on the shelf.

Each book contained 486 pages; each cover was ⅛″ thick; the paper thickness ran 243 pages to the inch. Our worm started at the flyleaf of volume 1 and ate his way to the last page of volume 2. How far did the tip of his nose (if worms have noses) travel?

Apart from the fact that WMAL-TV will be delighted to receive your solution (and for which we offer our usual enticing mementos as prizes for your enterprise), there's a moral to this story: You can't worm your way into the Shenandoah Valley by buying Washington & Richmond. You need WSVA-TV, our sister station, to cover the Shenandoah Valley. WSVA-TV offers extremely attractive combination rates with WMAL-TV.

wmal-tv
Channel 7
abc
Washington, D. C.

wsva-tv
Channel 3
nbc • cbs • abc
Harrisonburg, Va.

NOW IN PRODUCTION!....

A NEW CATEGORY OF PROGRAMMING TO MEET TODAY'S INDUSTRY TRENDS!

FLASH! Just reported! ALREADY BOUGHT BY • WAST-TV Albany, N.Y. • WSB-TV Atlanta, Ga. • WCCA-TV Columbia, S.C. • WLW-D Dayton, Ohio • KLZ-TV Denver, Colo. • WFBM-TV Indianapolis, Ind. • WHAS-TV Louisville, Ky. • WCCB-TV Montgomery, Ala. • WEAR-TV Pensacola, Fla. • WTOK-TV Meridian, Miss. • KTVK-TV Phoenix, Ariz. • WAVY-TV Norfolk, Va. • KOMO-TV Seattle, Wash. . . . and others.

A CANDID photographic view of REAL PEOPLE IN TRUE SITUATIONS AND AUTHENTIC LOCALES!

United Artists INC.

ZIV

ZIV-UNITED ARTISTS, INC.
488 MADISON AVENUE
NEW YORK 22, N. Y.

TV'S FIRST
"DOCUMATIC!"

"KEYHOLE"

DRAMATIZES THE
DOCUMENTARY!

DOCUMENTS THE
DRAMATIC!

BY AND WITH

JACK
DOUGLAS

IN RADIO IT'S THE SALES CLIMATE THAT COUNTS

EXCLUSIVE
HELICOPTER
Traffic Reports

INTERESTING
VIGNETTES
25 DAILY

FIGHTING
EDITORIALS

MATURE
PERSONALITIES

MELODIC
MUSIC

WPEN
950 ON YOUR DIAL
Represented Nationally By GIL-PERNA

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

DECEMBER

Dec. 4—Oral arguments before the **FCC** *en banc* on network option time proposals. (rescheduled from Nov. 17).

Dec. 4—Deadline for comments on **FCC** proposal to deintermix Springfield, Ill., by shifting ch. 2 to St. Louis. Original grant of ch. 2 to KTVI (TV) was remanded by court for exploration of *ex parte* activities.

Dec. 4—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Dec. 4-5—Second annual legal seminar, **National Community Television Assn.** Edgewater Beach Hotel, Chicago.

Dec. 5—**Radio & Television Executives Society,** Time Buying and Selling Seminar, seventh session. "Getting Your Media Money's Worth." Instructor: Robert Liddel. Compton Adv. CBS Radio Studios, 49 E. 52nd St., New York City. 5:30-7 p.m.

*Dec. 6—Chicago Chapter, **American Women in Radio and Television,** evening meeting to hear CBS newsman Bernard Eismann talk on hazards and highlights of covering world news. Mahogany Room Furniture Mart, 667 McClurg Ct., Chicag

Dec. 6-7—**House Small Business Committee** hearing on opportunities to small advertisers to buy prime time on radio and television.

Dec. 6-8—**NBC Radio & Tv Affiliates,** annual convention. 35th anniversary observance. Beverly Hilton Hotel, Beverly Hills, Calif.

Dec. 7—**Art Directors Club of New York,** luncheon. 1961 gold medal of achievement will be presented to Frederic R. Gamble, retiring president of American Assn. of Advertising Agencies. Hotel Delmonico, New York City.

*Dec. 7—Seminar on public affairs and community radio broadcasting preparation, sponsored by **CHUM** Toronto, Ont. Seminar will be conducted by station executives, and will deal with manners and methods for public relations firms and charitable organizations to use in increasing the effectiveness of their announcements and station relations. Lord Simcoe Hotel, Toronto, Ont.

Dec. 7—**Colorado Broadcasters Assn.** special winter meeting, beginning at 1:30 p.m. with business meeting and free discussion. Dinner speaker to be **FCC** Commissioner Hyde. Continental-Denver Hotel, Denver.

*Dec. 9—**Arkansas Broadcasters Assn.** officers and past and present directors meeting primarily; but members are cordially invited to attend if they wish. Sam Peck Hotel, Little Rock.

*Dec. 11—**NAB,** 1961-62 committee on editorializing, first meeting. NAB Headquarters, 1771 N St., Washington, D. C.

Dec. 11—Reply comments due on **FCC** rulemaking to make major changes in fm broadcast rules. (Rescheduled from Oct. 5).

*Dec. 12—**American College of Radio Arts, Crafts and Science,** special banquet honoring Chicago radio stations and allied fields. Grand prize and honorable mention winners will receive awards at the dinner. Conrad Hilton Hotel, Chicago.

Dec. 12—**Radio & Television Executives Society,** Time Buying and Selling Seminar, eighth session. "Working Together for Better Advertising." Instructors: Herbert Maneloveg, BBDO; Morris Kellner, The Katz Agency. CBS Radio Studios, 49 E. 52nd St., New York City. 5:30-7 p.m.

*Dec. 27-30—**American Statistical Assn.,** 121st annual meeting. One session of the conference will be devoted to a panel discussion of the report submitted by the ASA's technical committee on broadcast ratings. This particular meeting is scheduled to begin at 2 p.m. on Wednesday, Dec. 27. Hotel Roosevelt, New York.

Dec. 27-29—**American Marketing Assn.,** annual winter conference. Theme is "The Social Responsibilities of Marketing." Biltmore Hotel, New York.

JANUARY 1962

Jan. 6-14—**International Television Festival** at Monte Carlo, sponsored by the government of Monaco.

Jan. 9—Final phase of **FCC** hearing on network tv programming practices and policies. Spokesmen for the three tv networks will testify before FCC *en banc*. Washington, D. C.

*Jan. 15-19—**American Management Assn.,** "Effective Advertising" course for management, held in New York for the first time. Hotel Astor, New York.

Jan. 17—Awards presentation of the **International Television Festival** at Monte Carlo. Gold Nymph awards will be presented for outstanding tv programs. The Opera House, Monte Carlo, Monaco.

*Jan. 19—Educational Foundation, **American Women in Radio and Television,** board of trustees meeting. Savoy-Hilton Hotel, New York.

*Jan. 19-21—**American Women in Radio and Television,** board of directors meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—**Advertising Assn. of the West,** annual conference. Hotel Californian, Fresno.

Jan. 21—**Iowa AP Radio & TV Assoc.** meeting. Des Moines.

Jan. 23-25—**Georgia Radio-Tv Institute,** under auspices of GAB and U. of Georgia, 17th annual program. Featured speakers include: Pierre Salinger, Clair McCollough, Sol Taishoff, and Ann Corrick.

FEBRUARY 1962

*Feb. 1—Deadlines for entries to the **Headliner Awards** contest, offering prizes for newspapers and radio-tv stations for excellence in news programming or preparation, and general public affairs service. Mail entries to Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City, N. J.

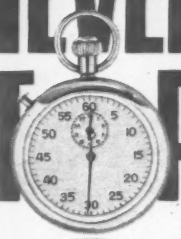
Feb. 1—Deadline for entries for the **American Tv Commercials Festival.** Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

*Feb. 2-3—**Minnesota School of Journalism,** Minnesota U., 15th annual radio-tv news short course, sponsored in association with the **Northwest Radio-Television News Assn.,** and the **Radio-Television News Directors Assn.** U. of Minnesota campus, Minneapolis.

Feb. 4-13—**Advertising Recognition Week.**

Feb. 5—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf sta-

MUTUAL RADIO NEWS WATCH NEVER STOPS



BILL COSTELLO

Current assignment—the Kennedy Family. That's Bill Costello originating from the White House with accurate, concise, authoritative newscasts on Mutual. He brings to you 30 years of news reporting—plus quality news beats that only an on-the-scene reporter can deliver. Want Washington? Bill Costello is there for Mutual Radio.
• Remember: Mutual wraps up 66% of its radio audience in the A and B markets—where the buying is biggest. Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to Independent Stations
Subsidiary of Minnesota Mining & Manufacturing Company 3M

"South Bend's Your Best Bet!"

Young man — put the odds in your favor by picking the South Bend market. This Metro Area alone has a household income of $7987*, highest in Indiana! Include the other 14 counties of the South Bend market, and it parleys into $1.7 billion in buying power.* South Bend's a winner, going away.

And here's how to pick the daily double. Let WSBT-TV carry your product colors. This station has the inside track into the market's TV homes . . . year after year gets over 41% share of sets in use . . . currently carries 36 of the top 50 locally-favored programs.** Top-rated CBS shows and popular local programs keep WSBT-TV in the winner's circle!

Want the latest scoop? Call your Raymer man. He'll trot over.

*Sales Management 1961 Survey of Buying Power
**Nielsen, Feb. 20-March 19, 1961

WSBT-TV
SOUTH BEND, INDIANA
Channel 22

CBS TELEVISION NETWORK

ONE OF CBS' HIGHEST-RATED STATIONS

Ask Paul H. Raymer, National Representative.

tions, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Dec. 4.)

Feb. 5—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wisc. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Feb. 7—**Advertising Federation of America,** mid-winter legislative conference. Participants include **FCC** Chairman Newton N. Minow, **FTC** Chairman Paul Rand Dixon and Secretary of Commerce Luther C. Hodges. Statler-Hilton Hotel, Washington, D. C.

Feb. 7-9—**National Winter Convention on Military Electronics.** Ambassador Hotel, Los Angeles.

Feb. 10—Awards Dinner, **Directors Guild of America.** Western awards: Beverly Hilton Hotel, Beverly Hills, Calif. Eastern awards: Waldorf-Astoria Hotel, New York City.

Feb. 13—Formal awards banquet of the **International Broadcasting Awards** contest. Hollywood Palladium, Hollywood, Calif.

Feb. 20- March 25—**Art Directors Club of Los Angeles,** 17th annual western exhibition of advertising and editorial art. Western advertisers, agencies, artists and producers have submitted examples of their work in commercials, titles, stills, or print. Los Angeles Museum of Science & Industry.

Feb. 28-March 1—**NAB,** seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

MARCH 1962

*March 12-16—**American Management Assn.,** "Effective Advertising" course for management, in Chicago for the first time. La Salle Hotel, Chicago.

March 14-16—**Electronic Industries Assn.,** committee, section, division and board meeting. Statler-Hilton Hotel, Washington, D. C.

March 16—**Advertising Federation of America,** board of directors meeting. New York.

*March 19-23—**Georgia Assn. of Broadcasters,** first annual regional meetings of broadcasters will be held at following five sites: Griffin, Albany, Baxley, Augusta, Canton.

March 22-24—**Advertising Federation of America,** fifth district meeting. Shawnee Hotel, Springfield, Ohio.

March 30-31—**Advertising Federation of America,** sixth district meeting. Detroit.

APRIL 1962

April 1-4—**National Assn. of Broadcasters,** annual convention. Conrad Hilton Hotel, Chicago.

*April 6-7—Region 11 (southeastern) conference, **National Assn. of Educational Broadcasters.** U. of Georgia, Adult Center for Continuing Education, Athens.

April 9—**Academy of Motion Picture Arts & Sciences,** 34th Oscar awards ceremony at Civic Auditorium. Santa Monica, Calif.

April 25—**Assn. of Industrial Advertisers,** Eastern New England chapter and Hartford chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.

April 27-29—**Mississippi Broadcasters Assn.,** annual convention. Broadwater Beach Hotel, Biloxi, Miss.

*April 30—**American Women in Radio and Television,** board of directors meeting. Sheraton-Chicago Hotel, Chicago.

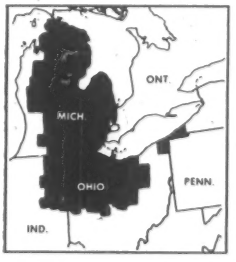
POLITZOMANIA STRIKES AGAIN!

. . . and again and again and again! Each time another fact is uncovered in the 1961 WJR-Politz Study, politzomania* strikes deeper and deeper into advertising people and places. Even media vice presidents and advertising directors now fall helpless before politzomania.

The latest politzomania-causing fact reported from the field by WJR sales reps is the impact WJR news has on its listeners. The 1961 WJR-Politz Study reveals WJR as the number one choice for news by more than a million adults in the Detroit-Great Lakes Area. To be more specific, more than 1,132,000 people age 15 and older named WJR best for news. And 175 stations were mentioned in the 100-county four-state area of the study.

Please understand, then, our reps' enthusiasm as they apply this new kind of radio research to your specific advertising objectives. Well-armed with *all* the facts from the 1961 WJR-Politz Study, our sales reps will help you pinpoint logical prospects for your products. These prospects are profiled according to age, sex, socio-economic status, home ownership, radio listening habits, and many other helpful characteristics.

As this data passes into your hands, anticipate politzomania. Don't fight it. So far, no one has been immune.



The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

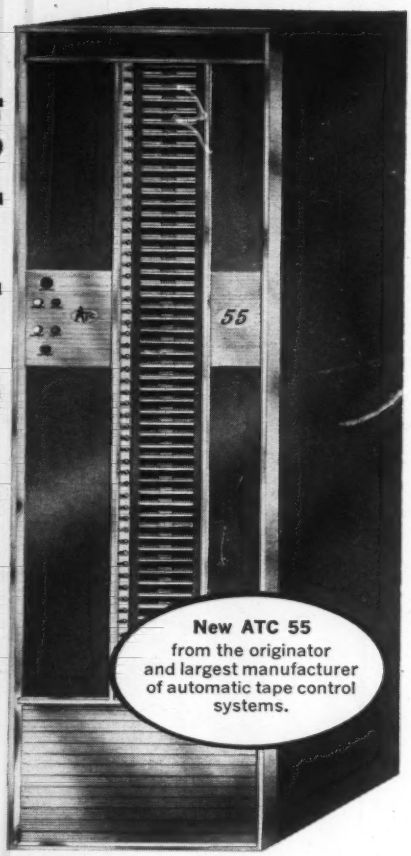
WJR DETROIT
760 KC 50,000 WATTS

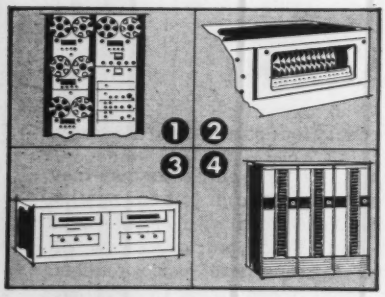
Represented by Henry I. Christal Co., U. S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

**po•lit•zo•ma•ni•a—newly discovered advertising affliction. Highly contagious. Identified by uninhibited displays of enthusiasm. Always found in WJR sales reps who have 1961 WJR-Politz Study in hand. Time-buyers and ad managers particularly susceptible. Wipes out sales resistance. Appears in flashes of marketing insight. Only known remedy: Sign the order!*

Programming center for full or part-time automatic broadcasting

Plays up to 55 tape magazines and can be used to automatically start other broadcast equipment after any magazine.





The remarkable ATC 55 allows use of regular staff voices at all hours, with a minimum number of personnel on duty. Ideal for early morning and late evening hours, or to clear announcers for other duties during certain hours of the day. Lets you use your best talent during week ends or for separate FM operations. The ATC 55 will automatically play back up to 55 magazine-loaded taped spots, themes, and production aids; up to 165 full length musical selections, without resetting or reloading. It is also designed to operate in conjunction with other broadcast equipment. A special 3200 cycle auxiliary control tone may be inserted at any point in the sequence to start (1) material recorded on reel-to-reel tapes, (2) a Seeburg record changer, or (3) the standard ATC units. Used in multiples of two or more (4), the ATC 55 may be programmed to play in any desired sequence automatically. It delivers the highest quality broadcast reproduction. And, best of all, it is so easy to operate that any of your personnel can run it. Write, wire or phone collect for complete information and literature today.

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. • Dept. 114 • Bloomington, Illinois

MAY 1962

May 2-5—**Institute for Education by Radio-Television,** annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

May 3-6, 1962—**American Women in Radio & Tv,** national convention. Sheraton-Chicago Hotel, Chicago.

May 4-5—**Kansas Assn. of Radio Broadcasters,** annual convention. Hays, Kansas.

May 9-12—**Western States Advertising Agencies Assn.,** 12th annual conference. Theme of this year's conference is: "Advertising Achievements- West." Oasis Hotel, Palm Springs, Calif.

May 10-12—**Advertising Federation of America,** fourth district meeting. Jacksonville, Fla.

*May 15-16—**Council on Medical Television,** fourth annual meeting. Clinical Center, National Institute of Health, Bethesda, Md.

*May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the **Council on Medical Television.** National Naval Medical Center, Bethesda, Md.

*May 21-24—25th anniversary **Electronic Parts and Distributors Show and Conference.** Conrad Hilton Hotel, Chicago.

May 23-25—**Electronic Industries Assn.,** 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

JUNE 1962

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual **Conference of Assn. of Industrial Advertisers.** Royal York Hotel, Toronto, Ontario, Canada.

*June 17-22, 1962—Annual convention of the **National Community Television Assn.** Shoreham Hotel, Washington, D. C.

June 23-27—**Advertising Federation of America,** 58th national convention, in conjunction this year with Advertising Assn. of the West. Denver-Hilton Hotel, Denver.

June 23—**Advertising Federation of America,** ninth district meeting. Denver.

June 29-30—**Texas AP Broadcasters Assn.,** 15th annual meeting. Hotel Texas, Fort Worth.

AUGUST 1962

Aug. 5-7—**Georgia Assn. of Broadcasters,** annual convention. Holiday Inn, Jekyll Island, Ga.

*Aug. 21-24—**Western Electronics Show and Convention,** Los Angeles Memorial Sports Arena.

SEPTEMBER 1962

Sept. 11-13—**Electronic Industries Assn.,** committee, section, division and board meeting. Biltmore Hotel, New York.

Sept. 12-14—**Advertising Federation of America,** first district meeting, Cape Cod area.

Sept. 14—**Georgia Assn. of Broadcasters,** 2nd annual South-East Radio-Tv Seminar. Atlanta.

Sept. 20-22—**Advertising Federation of America,** tenth district meeting. Shreveport, La.

NOVEMBER 1962

Nov. 10-25—**World Economic Progress Assembly and Exposition** under international auspices. Special sectors devoted to radio and tv. McCormick Place, Chicago.

Nov. 27-29—**Electronic Industries Assn.,** committee, section, division and board meeting. Jack Tar Hotel, San Francisco.

IS ANYBODY in the research business VISITING PEOPLE

in their homes and asking them what they're watching or hearing

AT THE TIME of viewing or listening

PULSE IS -

THE PULSE, INC.

NEW SUN GUN PROFESSIONAL PHOTO LIGHT

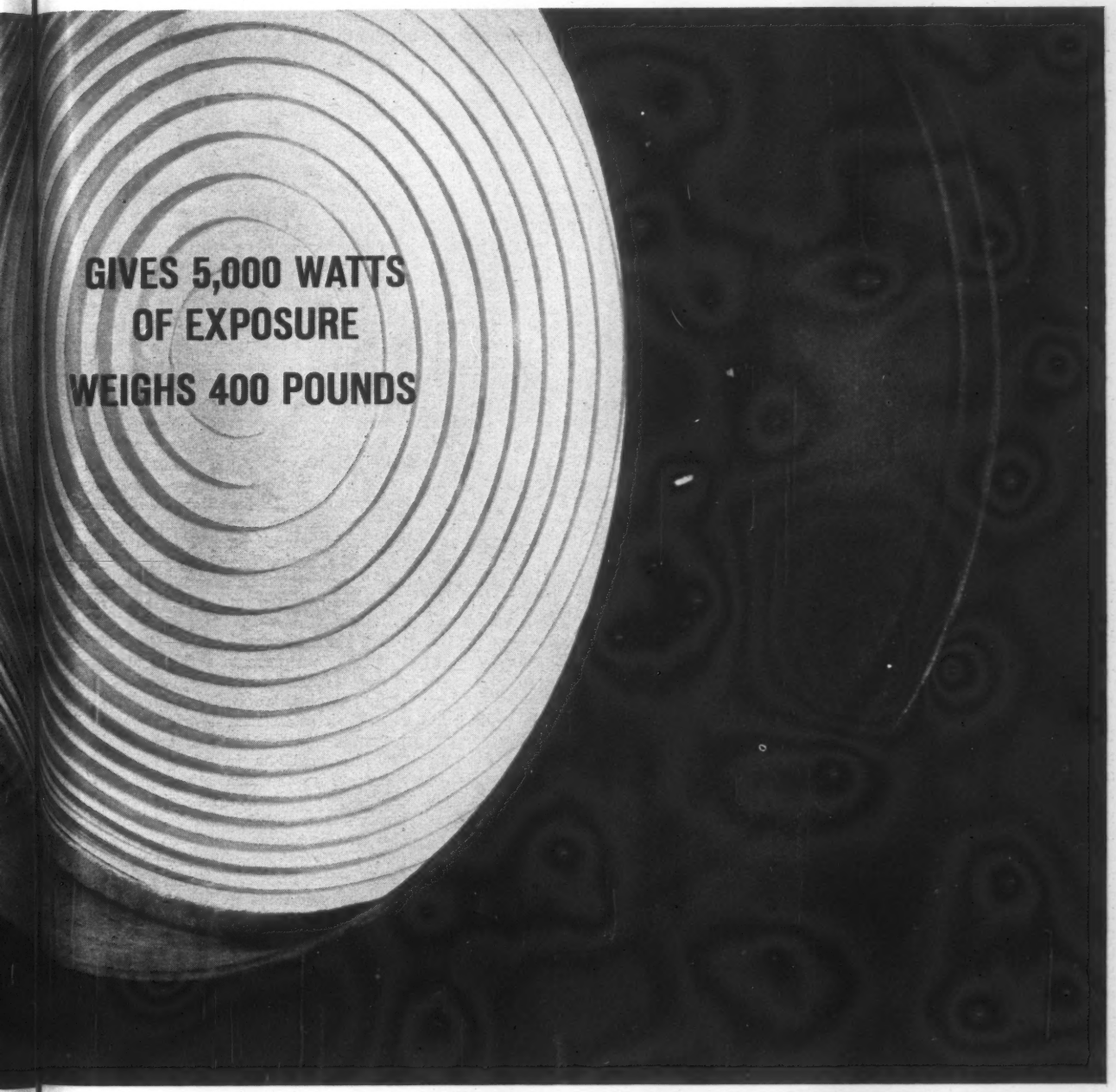
...AT A FRACTION OF THE WEIGHT, A FRACTION OF THE COST!

This is the compact new photo light that has started a revolution in studio lighting. It's the PROFESSIONAL version of the amazing SUN GUN home movie light, invented by Sylvania, that has been proved in use for over a year at top Hollywood and TV studios.

The new Sylvania SUN GUN PROFESSIONAL is remarkably light in weight... and small enough to fit in the palm of your hand. Yet it actually produces 5,000 watts of exposure at only 1,000 watts electrical cost. It's amazingly versatile, too. SUN GUN PROFESSIONAL does the job of most studio lighting equipment... and does it better!

Unlike regular studio equipment, SUN GUN PROFESSIONAL is inexpensive to buy, maintain, and ship on location. It also keeps its original brightness and color temperature for the entire life of the lamp . . . without reducing lamp life.

The fantastic brilliance of SUN GUN PROFESSIONAL comes from a powerful little 1000-watt High Silica Halogen lamp with 65,000 center beam candlepower . . . plus a specially designed reflector with more than 750 light-intensifying surfaces. The result is an intensely bright light that floods the



DOES ALL THE WORK OF A GIANT STUDIO LAMP

scene like the sun. Light is smooth and even... balanced to 3400°K for indoor color film use.

SUN GUN PROFESSIONAL comes complete with portrait lens, flood lens, metal barn doors and 12-foot cord. It's completely adjustable, too. Head can be aimed in any direction. Instantly replaceable bulb has 12 hours average life. For more details and free literature, write Sylvania at the address below.

Sylvania Lighting Products, Division of Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.

SUN GUN PROFESSIONAL has a full range of optional accessories for every studio lighting need! Optional equipment includes Accessory Holder, Large Barn Doors, Daylight Filter, Special 3200° K Filter, Diffusing Filter, Snoots, Super-Spread Lens and Carrying Case.

SYLVANIA

SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS

MONDAY MEMO

from MARGOT TELEKI, timebuyer, Reach, McClinton & Co., N. Y.

When is a local advertiser? the retail rate explained

One of the most frequently misinterpreted and controversial aspects of buying radio and television today is the retail rate, almost always referred to erroneously as a local or regional rate. The retail rate is applied to the advertising of retail stores doing an "over the counter" business. It can be expanded to include any local merchant who represents and sells a nationally distributed product (local soft drink bottlers, automobile dealer associations, gasoline distributors, utility or telephone companies).

Such an advertiser normally sells to the local public through retail stores owned, controlled or managed by him alone (or by an aggregate group). He may be represented by a national advertising agency, and this is where the interpretation becomes questionable.

The reason this advertiser, whether or not represented by a national advertising agency, should be granted the retail rate is very basic. He cannot avail himself of the full power or coverage on which a medium's national rate is based. This applies to almost all media—radio, television, newspapers and magazines.

Unfortunately, misinterpretation of the retail rate has resulted in rather nebulous rate structures at many radio and television stations. The trouble has been caused by the creation of a complicated regional or local rate given an advertiser at the station's discretion.

Many advertisers are forced to go on a national rate card simply because they are represented by a national advertising agency. Because of the regional type of distribution of their product they feel they have been overcharged. Such advertisers usually are in the automotive, automotive products, gasoline and oil, telephone companies, utilities, etc. categories. The products usually are purchased from a national manufacturer. For example, automotive dealers in a given district band together to form a dealer organization.

Arm's Reach ▪ The regional group can run an extensive, power-packed campaign which one retailer could never afford on his own. Such retail groups often are represented by a national agency which orders the campaign. In such cases, the use of local media is extensive and small coverage areas are used almost exclusively.

The extent of a station's coverage, therefore, is not so important—provided it packs a punch within the given metropolitan area— since the station in the market immediately adjacent also will be used to cover the retailer in that city.

If the advertiser cannot avail himself of the advantages of a station's coverage, he should be entitled to a retail rate. But the buyer has a difficult job convincing the local radio or television station (or national representative) that his client should get such a rate.

Occasionally, weak links arise in the retail rate structure. One advertiser may be given a better price advantage than another and there is price cutting among stations within a market. The buyer never knows whether another advertiser might be getting a lower rate than his client. Consistency in a rate card is of prime import — whether the station deems it necessary to have one, two or three rate cards. All advertisers in a specified classification should be dealt with fairly and equally.

More Rates ▪ The one-rate-card system is not a good solution since the national advertiser looks for powerful-coverage stations in the major markets as opposed to either the local retailer or the regional groups of retailers. Consequently, at least two rate cards are needed. Perhaps also a flat rate for automotive, utilities, etc., could be established which would grant an equitable price to advertisers in these classifications. Some radio stations in smaller markets established this type of rate long ago.

Recently, our agency was awarded an account which has western headquarters and whose former agency was located in the same western city. The product involved was regionally distributed and the former agency had no difficulty securing local rates—because of the product's strictly regional distribution.

But when we were buying the first campaign for this advertiser, since he was now represented by a national advertising agency, it was not easy to get station representatives or station management to understand the difficulties regarding coverage for the product. Since a given number of distributors in a given metropolitan area needed advertising impact, extensive coverage and elaborate facilities were not determining factors in the selection of stations used.

Compromise Rate ▪ Many times, because of station format or community acceptance, it is to our client's advantage to use the power station in a market, but the exorbitant prices charged by some of these stations on a national basis made it virtually impossible. In these cases, station management — through the representative in New York —was approached with the problem. We explained that since we could not take advantage of more than the station's metropolitan coverage—we felt a compromise rate should be established which would be based on the coverage needed by our client. With few exceptions, the stations were agreeable. But much time would be saved if such rates were incorporated into the station's rate structure.

Although the retail rate had its origin in print, it represents a fair and satisfactory solution to the problem of who should be eligible for a less-than-national rate. It is established—for all practical purposes—on the basis of buying time "by the yard" or, in other words, by the coverage the local advertiser or retailing group needs to reach potential customers in a designated market. It can also be adapted easily to broadcast media. Thus, the problem of price cuts, bonus spots, local or regional rates, and similar concessions could be eliminated.

Basic ground rules regarding the eligibility of an advertiser for the retail rate could be established. Whether the advertiser is placing the schedule on his own, or is represented by a New York agency, the rate he pays should be determined by the amount of the station's coverage that he is able to utilize effectively.

Margot Teleki, timebuyer at Reach, McClinton & Co., joined the New York agency in 1960. She began her advertising career as an assistant timebuyer with Edward Kletter Assoc. (now Parkson Advertising), New York, in 1955. She subsequently became a timebuyer with Norman, Craig & Kummel, New York, in 1958, and worked in the same capacity at J. Walter Thompson, New York, from February 1959 to October 1960.

Largest Audience by Far

Outstanding Salesmanship

Strong Merchandising

National: HR *Representatives*

Boston: Eckels & Company

The Sound of New Haven* WELI *960/5000 watts

VIDEO TAPE is the shape of QUALITY TV commercials TODAY!

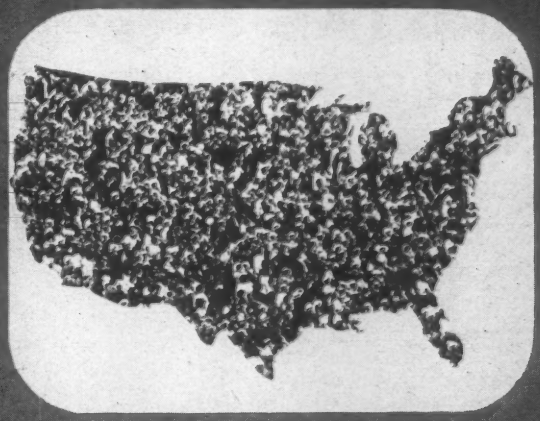
SCOTCH® BRAND LIVE-ACTION VIDEO PICTURES, SIMPLIFIES

"LIVE" LOOK! Extraordinary visual presence of "SCOTCH" Video Tape, in black and white or color, gives new dimension to product sales appeal, believability. Tape assures complete compatibility of picture source and picture (both electronic), prevents jitter, achieves greatly expanded gray scale from absolute black to pure white. Result — commercials of unsurpassed quality.

INSTANTANEOUS SPECIAL EFFECTS! Wipes, dissolves, fades...pixies and giants...split-screen and dream sequences—you name it! You can matte person or product into different scenes, combine several images of the same person, photos, drawings, titles, cartoons, movies with live or tape. No waiting for the lab—"SCOTCH" Video Tape performs with ease and economy, instantly!

AND TAPE GIVES THESE ADDED ADVANTAGES! Immediate playback of commercials created on "SCOTCH" BRAND Video Tape is today's best insurance against fluffs—provides many other production advantages. In a matter of seconds, the producer, director, performers all know exactly the result of the latest take. They can immediately determine if the scene should stand or how precisely to improve it. Work schedules are uninterrupted, permit efficient scheduling of sets, talent, crews. Clients can see *and approve* new commercials on the spot, when enthusiasm is high. And, the many time- and money-saving advantages of video tape are yours, whether commercials are black and white or color. Either can be recorded on any roll of "SCOTCH" Live-Action Video Tape.

VIDEO TAPE MAKES TODAY'S BEST-SELLING PRODUCTION, COVERS THE COUNTRY!



EDITING'S EASIER! Multiple cameras permit on-the-spot video tape editing. Direct-cutting and splicing methods have improved. Now, out-of-sequence shooting, followed by tight electronic editing, has become routine. And you can mix tape, film, live, etc. Difficult shots can be re-used. Commercials can be lengthened, shortened, modified...quickly and economically!

TAPE COVERS...NET OR SPOT! Taped commercials can reach over 90% of any product's market. Complete tape facilities of each major network can deliver your message to 150-200 affiliated stations. Spot coverage is available coast-to-coast, in all major cities, and the number of markets reached by VTR-equipped stations continues to grow. At press time, the total was 127.

GET THE FULL TAPE STORY!

Send your next storyboard to your nearby video tape producer for analysis—and a bid that will surprise you! For a free copy of the new brochure, "Techniques of Editing Video Tape," write Magnetic Products Division, Minnesota Mining and Manufacturing Company, Dept. MBX-121, St. Paul 6, Minn.

© 1961 3M Co.

Magnetic Products Division 3M COMPANY

"SCOTCH" and the Plaid Design are reg. TM's of Minnesota Mining & Manufacturing Co., St. Paul 6, Minnesota.
Export: 99 Park Avenue, New York, N.Y. In Canada: London, Ontario.

Take TAE and see

how to score more sales in **PITTSBURGH, PA.** ... at lower cost

If we wanted to reach for football language, we would use terms like power, precision, drive. Instead, we'd like to talk your language . . . sales for your clients. There is a difference, though, between the large national firms and local ones. National advertisers usually watch overall sales pictures, financial reports, net year-end statements. Local advertisers watch the cash register daily. That's why 46 major local firms have switched from other Pittsburgh TV stations to WTAE in the past year.

A rather solid indication that you get more sales for your client on WTAE-TV, and at lower cost. See your Katz representative for the facts on the ever increasing move of local and national advertisers to WTAE in Pittsburgh.

BASIC ABC IN PITTSBURGH

WTAE BIG TELEVISION IN PITTSBURGH CHANNEL **4**

OPEN MIKE®

Beefer-upper

EDITOR: Many thanks for the fine coverage ["Midwinter is bargain time in spot tv," BROADCAST ADVERTISING, Nov. 20]. We are delighted with your story and think it can substantially help in beefing up midwinter spot business.—*James O. Parsons Jr., Harrington, Righter & Parsons Inc., New York.*

Dubious substitution

EDITOR: As one of those who worked . . . to get adequate secondary boycott action for broadcasters . . . [in the] Landrum-Griffin Bill, I was shocked and dismayed by the NLRB's ruling [GOVERNMENT, Nov. 6].

The decision . . . involves the substitution of a dubious theory of freshman economics for the clear meaning of words and the manifest intent of Congress.

Broadcasters must and will unite to make certain that this decision does not stand.—*Charles H. Tower, administrative vice president, Corinthian Broadcasting Corp., New York.*

He did, too, buy print

EDITOR: I was amazed to read the item, "Poll persuasion" [THE MEDIA, Nov. 13].

. . . I felt that in the interests of accuracy the enclosed tear pages would show some of the errors in the story. . . . —*James F. Duggan, advertising manager, Springfield Newspapers, Springfield, Mass.*

The BROADCASTING story, based on a report from WWLP(TV) Springfield, said Charles V. Ryan in his successful campaign for mayor of Springfield used no newspaper advertising. a report the tear pages sent by Mr. Duggan showed to be in error. WWLP explains the mixup this way: "WWLP intended its release to say that no newspaper supported the winning candidate EDITORIALLY."]

TIO request

EDITOR: As editor of the Television Information Office brochure, Chicago edition, I am requesting permission to quote the editorial, "Far from child's play" [EDITORIALS, Oct. 2], in the December edition.—*Ethel Daccardo, editor, TIO Brochure, Berwyn, Ill.*

[Permission granted, with appropriate credit to this publication.]

Missed point

EDITOR: BROADCASTING's account of the settlement of Nielsen's patent suit against the ARB Division of CEIR (BROADCAST ADVERTISING, Nov. 20) is substantially misleading. It does not report the main point of the joint Nielsen/CEIR agreement which is that the suit was settled "with a licensing

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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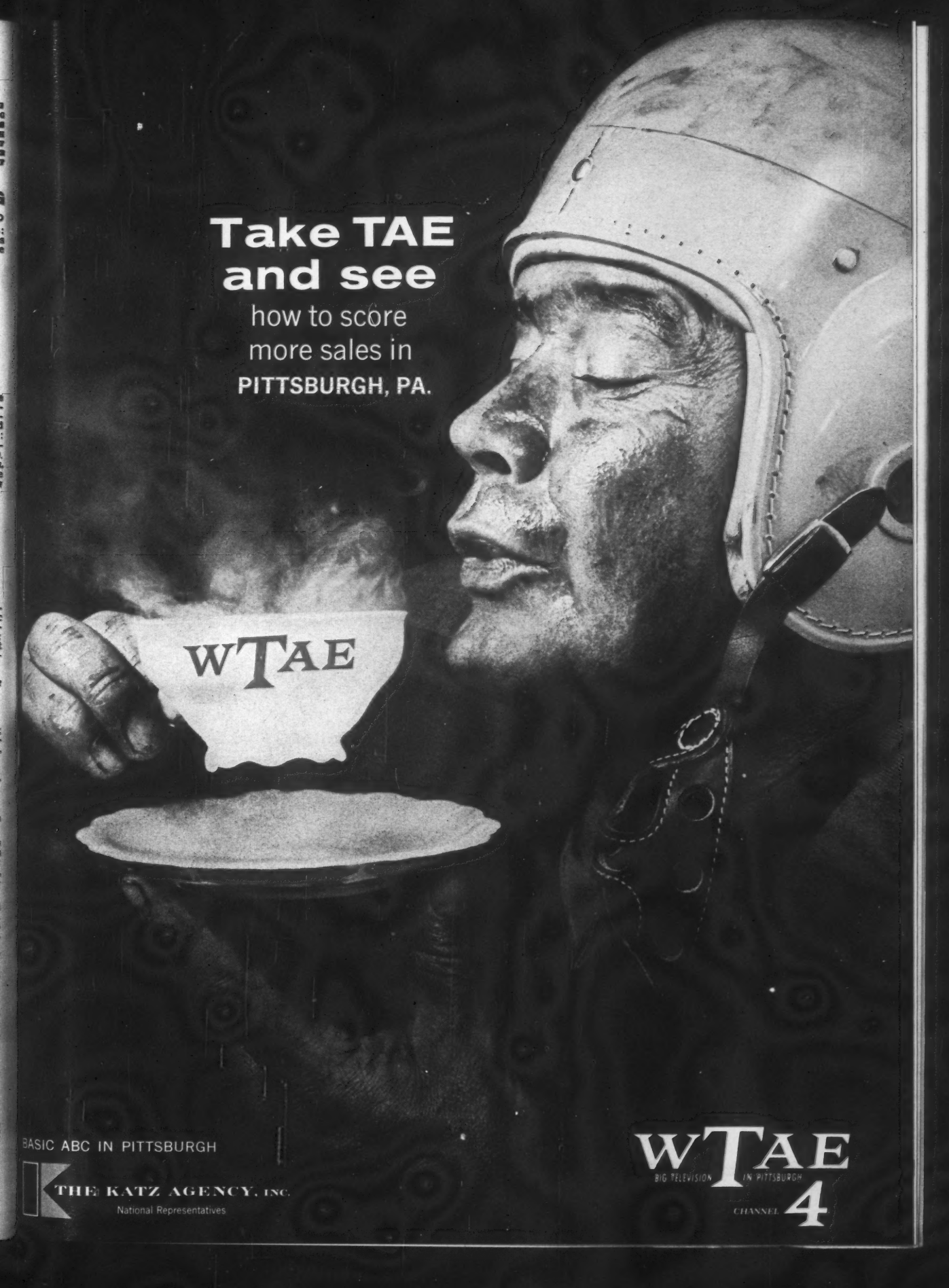
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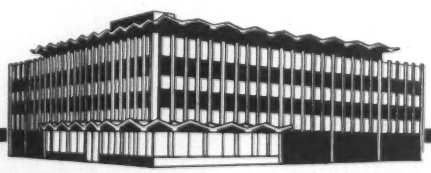
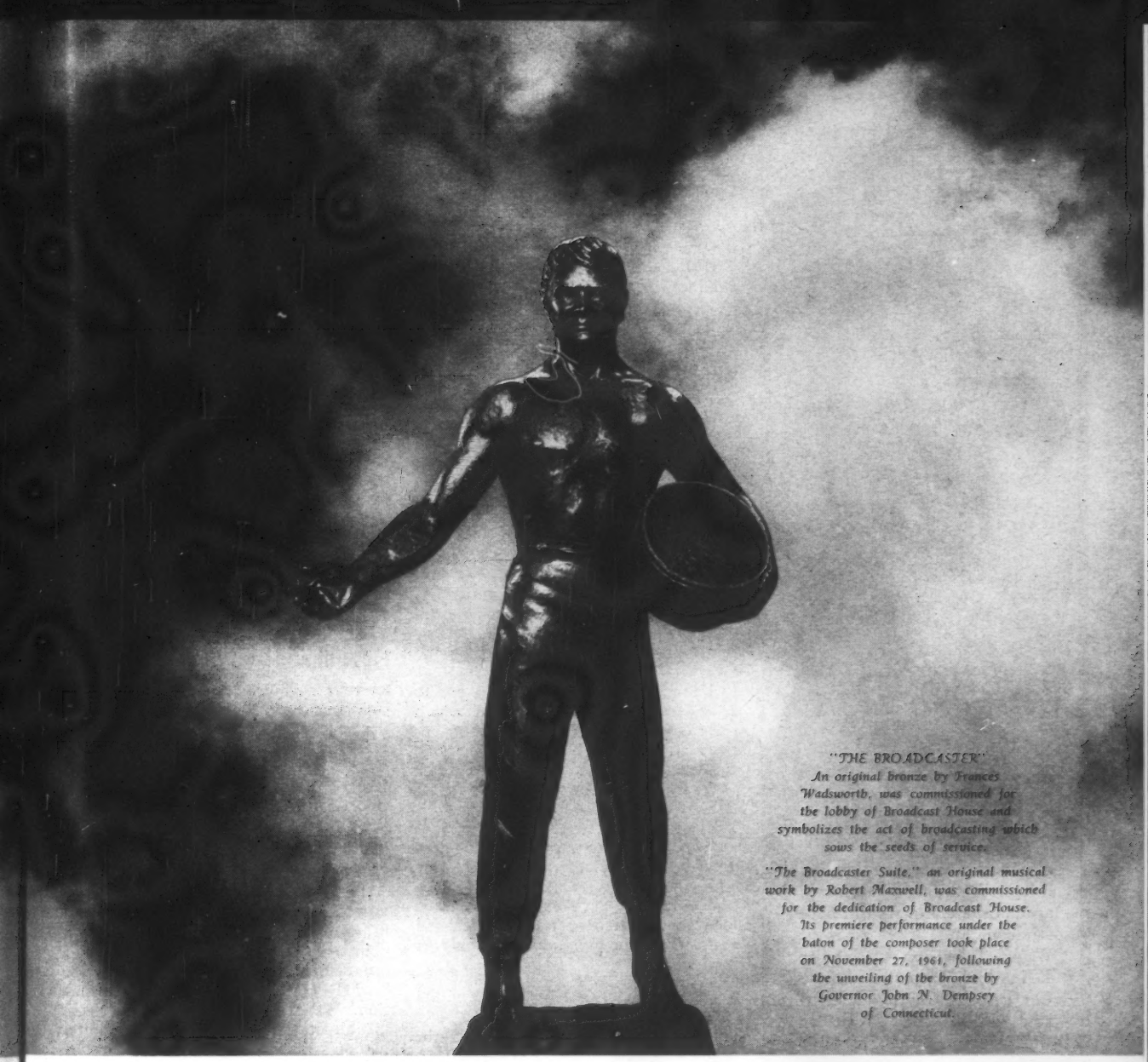
WTAE
BASIC ABC IN PITTSBURGH
THE KATZ AGENCY, INC.
National Representatives
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

A TIME OF RENEWAL

Broadcast House, new four-story home of WTIC TV-AM-FM is the first unit to be completed and occupied in Constitution Plaza, an area of urban renewal which boldly foretells of Hartford's bright future. The challenging opportunity to serve the vigorous, enterprising mind and spirit of the people of Southern New England has been ours for 37 years.





"THE BROADCASTER"
An original bronze by Frances Wadsworth, was commissioned for the lobby of Broadcast House and symbolizes the act of broadcasting which sows the seeds of service.

"The Broadcaster Suite," an original musical work by Robert Maxwell, was commissioned for the dedication of Broadcast House. Its premiere performance under the baton of the composer took place on November 27, 1961, following the unveiling of the bronze by Governor John N. Dempsey of Connecticut.

A TIME OF REDEDICATION

With a deep awareness of our history-filled past, we now dedicate ourselves anew to the fulfillment of that greater service which Broadcast House and its facilities make possible.

Paul W. Kearney

President

WTIC • TV3 • AM • FM

Broadcast House 3 Constitution Plaza Hartford, Connecticut

THE
CHARLESTON-HUNTINGTON MARKET IS
27TH*
NATIONALLY
WSAZ
TELEVISION
IS THE
20TH*
NBC STATION

. . . in the country in homes delivered, through the week, around the clock. And in both Nielsen and ARB ratings, WSAZ Television is Number 1 in the 72-county, 4-state Charleston - Huntington market. This is the "American Ruhr" region of the great Ohio Valley, where over two million people in a half-million TV homes spend $4 *billion* dollars a year! And WSAZ - TELEVISION is the *only TV station* that covers these homes. See your Katz Agency man and find out why this newest Goodwill Station definitely belongs on your must-buy list.

**ARB March, 1961, Survey*

WSAZ TELEVISION
CHANNEL 3 CHARLESTON-HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.
Represented by The Katz Agency

agreement under certain Nielsen patents. . . ."

The story also is incorrect in reporting that there was no official court action other than the transfer of the case to a New York court. The final disposition of the case can be found in the records of the U. S. District Court for the Southern District of New York. —*Erwin H. Ephron, director press relations, A. C. Nielsen Co., New York.*

[BROADCASTING's original report failed to indicate that the settlement terminating the case was approved in court and signed by both sides. This was done in a consent decree, to which Mr. Ephron's letter refers. The consent decree specifies that the litigants had "entered into an agreement disposing of all matters which were raised or could have been raised in this litigation." As part of the settlement, ARB took out a license from Nielsen under Nielsen patents on metering devices being used in ARB's Arbitron audience-measurement system. (BROADCAST ADVERTISING, Nov. 27).]

Local vs. national

EDITOR: Every week someone else tries to tear down our national rate structure. Now, the eminent J. Walter Thompson agency is browbeating station owners for local rates for Ford Dealer Association funds on the ground that these funds are actually contributed by the local dealer, not the factory.

Baloney! The factory sells a car to a dealer at invoice, a part of which price is specified as FDA fund contribution. . . . This cute bookkeeping wrinkle was instituted several years ago after a Federal Trade Commission investigation.

Every time a tobacco retailer buys a carton of cigarettes, he "contributes" a part of the manufacturer's advertising cost. The bookkeeping wrinkle is the only difference. . . . Next, we'll be asked to accept cigarettes at local rates!—*A multi-station owner (name withheld by request).*

Nothing new

EDITOR: We note with interest the article, "College broadcasters set RTES-backed meet," but with dismay the statement, "first of its kind" [THE MEDIA, Nov. 20].

The 20th annual national convention of the Intercollegiate Broadcasting System, held April 22, 1960, at Carnegie Tech, Pittsburgh, was attended by over 200 students. . . . The 19th annual convention, a similar success, was held at Columbia University, New York, with WKCR-AM-FM as host. Plans for the 1962 convention, to be held in April, are about to be announced. . . .—*Richard H. Crompton, president-treasurer, Intercollegiate Broadcasting System, Malvern, Pa.*

Educational aid

EDITOR: Dr. Bernarr Cooper, head of the radio-tv department at Florida State University here has announced that next semester his classes are going to use BROADCASTING as part of their class work. Dr. Cooper reports that BROADCASTING is the bible of the broadcasting industry.—*Arthur Deters, general manager, WTAL Tallahassee, Fla.*

Parked outside

EDITOR: . . . It is . . . true that all Richmond stations did an excellent job in covering the recent Imperial Airlines disaster in Richmond. However, I cannot sit idly by while WRNL claims to have been "first on the scene" [THE MEDIA, Nov. 20].

WLEE's vice president and general manager, Harvey Hudson, landed at Richmond's Byrd Field on a flight from Baltimore approximately three minutes after the crash. In the airport parking lot was his radio-equipped car. He . . . and WLEE had his first report on the air almost seconds after the disaster. . . . WLEE fed direct reports to 35 stations . . . MBS . . . and several tv stations.—*David E. Lyman, program director, WLEE Richmond.*

New licensees?

EDITOR: . . . Why don't you publish a supplemental list every so often of all the new radio and tv stations that have been granted licenses? . . .—*James A. Sullivan, WCGO Chicago Heights, Ill.*

[The names of new licensees appear in each issue of the magazine in FOR THE RECORD. We have considered issuing supplemental lists from time to time, but interest has not seemed to justify it.]

Yearbook omission

EDITOR: . . . Add our name to the vast list of those who are very pleased with your new Yearbook; however, much to our dismay you have neglected to list WSMD (FM) as a now-operating station. WSMD, a class B fm outlet serving all of southern Maryland and the Nation's Capital 18 hours a day, has been in operation since June 23. . . . —*John R. Dorsey, vice president, WSMD (FM) Waldorf, Md.*

The cost of color

EDITOR: When you prepared your excellent article, "Is advertiser color's messiah?" [SPECIAL REPORT, Oct. 30] the vagueness of many agencies . . . on the cost of color commercials must have been obvious. . . .

Our firm, during its two years of active work in creating and filming television commercials, has never produced a black and white commercial. . . .

May we suggest the establishment of specific standards for the production and pricing of color commercials . . .? —*C. E. Feltner Jr., general manager, Advertisers Diversified Services of America, Lockport, Tenn.*

See for yourself why Kraft is on Color TV for the fifth straight year!

Color TV sells 75% more Kraft prospects!

Here's an impressive (but hardly surprising) fact. A Kraft TV commercial in Color sold 75% more prospects than the same commercial in black and white.* That's how much more excitement, appeal and believability Color adds. What the sales magic of Color does for Kraft, it could do for your product, too. Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900.

*1960 survey by Burke Marketing Research for Crosley Broadcasting

THE PGW

COLONEL'S MAJORITY

The TV and Radio stations represented by **PGW** serve areas where a majority of the nation's automobiles and automotive accessories are bought and sold; rented; gassed, oiled and serviced.

And the **PGW** Colonels in our ten offices from coast to coast are ready, willing and very able to show you the best ways to reach these millions and millions of car owners and car renters with spot radio in these productive markets. Won't you give us a call?

FOR SPOT RADIO

EAST–SOUTHEAST		FREQUENCY	WATTS
☆WCBM	Baltimore	680	10,000
☆WWJ	Detroit	950	5,000
☆WLOS	Asheville, N. C.	1380	5,000
☆WCSC	Charleston, S. C.	1390	5,000
☆WSOC	Charlotte	930	5,000
WIS	Columbia, S. C.	560	5,000
☆WSIX	Nashville	980	5,000
☆WPTF	Raleigh-Durham	680	50,000
☆WRVA	Richmond	1140	50,000
☆WDBJ	Roanoke	960	5,000
☆WSJS	Winston-Salem	600	5,000

MIDWEST–SOUTHWEST			
☆WHO	Des Moines	1040	50,000
☆WOC	Davenport	1420	5,000
WDZ	Decatur	1050	1,000
WDSM	Duluth—Superior	710	5,000
WDAY	Fargo	970	5,000
WIRE	Indianapolis	1430	5,000
KMBC	Kansas City	980	5,000
☆WMBD	Peoria	1470	5,000
KFDM	Beaumont	560	5,000
KRYS	Corpus Christi	1360	1,000
☆WBAP	Ft. Worth—Dallas	820	50,000
WBAP		570	5,000
☆KTRH	Houston	740	50,000
KENS	San Antonio	680	50,000

MOUNTAIN and WEST			
KHOW	Denver	630	5,000
☆KBOI	Boise	950	5,000
KGMB	Honolulu—Hilo	590	5,000
KHBC		970	1,000
KGBS	Los Angeles	1020	50,000
☆KIRO	Seattle	710	50,000

☆Also FM

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK ATLANTA DETROIT FT. WORTH LOS ANGELES
CHICAGO BOSTON ST. LOUIS DALLAS SAN FRANCISCO

Pick any 1/4 hr. between 8:30 and 11 PM, as averaged Monday thru Friday*, and ABC-TV is your #1 network.

The latest Nielsen, to which we owe this nice bit of clockwatching, might well be subtitled "TV Time-Buying Made Easy."

For this Nielsen reports us out front with the largest audience, as checked every average quarter hour, over five most important nights of the week.

The reason, of course, is programming —both new and old.

Specifically, out of the top 10 shows† registering a 40% audience share or better, 5 are ABC shows. And in this select 40% bracket, just 2 new shows made it. *Ben Casey* and *Target: The Corruptors.* ABC shows, that is.

Chances are very good you, too, can have a good time on ABC.

ABC Television

*Source: Nielsen 24 Market TV Report, Average audience, week ending Nov. 19, 1961. †Mon. thru Sun. 7:30-11 PM.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 4, 1961, Vol. 61, No. 23

$30 MILLION SPOT RADIO BOOST?

■ RAB plan contemplates perking up national campaign sales

■ Top 100 advertisers would be first target of drive

■ Stations would pay RAB 10% of new billings they receive

A major new sales drive enlisting the cooperation of radio stations in a nation-wide movement to boost national radio advertising volume by $30 million a year will be launched within the next two weeks.

The drive is part of an overall campaign planned by the Radio Advertising Bureau to perk up sluggish national radio sales. RAB hopes to revitalize the medium through a new approach to providing radio's sales effectiveness to big-league advertisers currently cool to radio or inclined to use it as a secondary tool.

The plans, developed by RAB over the past two years, were approved by the RAB Board at the bureau's annual membership meeting last Wednesday in New Orleans. In effect they reshape RAB's national sales policy and cast the bureau in the role of marketing consultant with some activities akin to those of both station representatives and advertising agencies—but without violating the customary relationships with traditional agencies and traditional reps.

Here is the basic strategy:

▪ RAB will solicit radio commitments from major—top 100—advertisers not now using radio heavily, offering a series of depth studies on sales results where necessary to pinpoint the brand-share changes that occur while the campaign is in progress. The presentations will be tailor-made to fit each advertiser's specific needs, based on an RAB analysis of the company's marketing problems.

▪ The specific proposals will call for big-budget use of radio as a major rather than supplementary part of the advertising program and in many cases will elevate radio to a level it has not often enjoyed in recent years: That of a major "corporate buy" in which all of a multi-brand company's products can share. For advertisers reluctant to make such heavy commitments without a trial run, RAB will then draw up a test-market campaign plan.

▪ Upon client approval, the campaign laid out by RAB will be placed through regular agency and station-representative channels, with the bureau continuing in a supervisory role that extends to selection of markets, stations and time periods and the writing of commercials. Markets and stations will be selected by RAB on research tailored for the advertiser involved.

▪ While the campaign is in progress, RAB will conduct periodic research to show how well radio is paying off in terms of traceable sale and to show the advertiser how to use radio most effectively to solve his particular problems.

▪ To help pay for the special re-

Here's what RAB's 'proof-of-pudding' test campaign cost

Here is what it cost RAB in money and man-hours to bring in and research one 10-station radio test campaign under the bureau's new "proof of the pudding" sales concept (see story this page).

Preliminary studies, creating the presentation and other pre-campaign expenses came to $1,013, as indicated, while brand-share studies and other work done to point up the campaign's sales effectiveness amounted to $27,725. Not counted in the grand total of $28,738 are the 82 man-hours of RAB executives and staff time devoted to the project, broken down as shown.

For this outlay, however, RAB hopes to swing the test campaign into a $700,000 annual budget for radio—and this objective is smaller than most of the targets in RAB's new drive. Research is the big item in this selling expense, ranging on the average from $3,000 to $25,000 but occasionally going close to $50,000.

The advertiser in the accounting reproduced below is unidentified because of an RAB commitment.

BEFORE PRESENTATION

Special preliminary research on shelf position, brand share	$ 295
Pilot study of identification of client's present advertising	$ 355
28 new slides for opening of grocery products presentation	$ 208
Transportation & air freight, hotel	$ 155
Total	$ 1,013

MAN-HOURS

Executive	16
Sales	15
Research	17
Slide department	14
Sales development	20

AFTER CAMPAIGN STARTS

On target—supermarkets in four cities	$ 7,200
Brand share studies monthly for six months in same sample of supermarkets	$18,000
Three presentations to client (transportation, slides, air freight) at client headquarters	$ 1,200
Research tour of markets	$ 350
Meetings with client district managers	$ 350
Demo tape, redoing suggested commercials	$ 625
Total	$27,725
Grand Total	**$28,738**

$30 MILLION SPOT RADIO BOOST? continued

search, which RAB sees as a clincher to convert test users to major users, radio stations will be asked to pay RAB 10% of whatever billing RAB places with them.

Except for the 10% "fee," the system has been tested by RAB over the past year with results described as "exceptionally successful." RAB officials say that one out of every three major advertisers they've solicited on this basis has approved a test campaign.

RAB President Kevin Sweeney told the RAB Board that the plan is aimed at boosting radio's national sales by "15% annually—or $30 million—within 18 months." Radio's national spot volume currently runs about $200 million a year.

Up to now, RAB has been financing the special research out of its regular budget, but this has proved expensive and budget funds for this purpose are limited. Hence the call for each station to pay in 10% of any billing it gets via RAB.

Easy Goal ▪ "With the financing available," Mr. Sweeney said, "a $30-million increase in radio billing becomes a practical and relatively short-term goal. Our limitation has been how much money we had available for the creation of the specific presentation, the research to measure growth in sales during the radio campaign and other costly elements in this type of breakthrough selling."

At least one major multiple-station owner, given details of the plan privately, has worked out an arrangement whereby his stations and their rep will participate jointly in paying the 10% to RAB.

Officials of the bureau probably will set out within two weeks on a round of visits to stations throughout the country to enlist their cooperation. In all, RAB expects to compile a list of about 30 "test markets" from which those to be used by specific advertisers will be selected according to each advertiser's marketing situation.

No market is apt to be included in the test-market list unless a substantial number of its stations are members of RAB. But in those markets that are designated, non-members as well as members will be eligible to get business placed under the test plan, the objective being to pick a station lineup that will deliver the best possible results for the advertisers—and therefore for radio generally.

All-Station Drive ▪ In their swing around the country to line up support, RAB authorities plan to confer with both non-members and members. Obviously they hope that a by-product of the plan will be to increase the RAB membership roll.

The expense of the special research and related activities involved in this technique—unofficially called the Test Market Plan—may run as high as $25,000 even $50,000 per campaign. In other cases it may be lower.

One actual example, totaling $28,738, is shown in the table on page 35. The advertiser is not identified because one part of RAB's commitment to test campaigners is that, for protection against their competitors, details will be withheld during the campaign and for six months after it ends. During this period, also, the advertiser has exclusive use of the sales-results studies. Six months after the campaign RAB is free to use the material.

First Step ▪ RAB's campaign blueprint anticipates that $5-7 million in test money alone will be drawn into radio during the first 18 months of the campaign. Other sales, including major commitments made on the strength of successful tests, should bring the 18-month total to around $30 million. After that the rate is hoped to be $30 million a year.

Bureau officials estimate the cost of producing $30 million in new sales under this plan will run between $500,000 and $850,000. Its presentation explaining the strategy equates the $30 million with "30 million-dollar sales." This, the presentation continues, means "(1) 250 to 300 major presentations followed by proposals; (2) 60 to 90 tests —and (3) 30 successful tests."

Based on proposals already made, and in some cases tests already ordered. RAB's presentation says that 14 of the first 30 sales in that $30 million objective can be made in these product categories: Coffee and gasoline, two sales each; foods, three sales; and airlines, paper, tires, cereal, cold remedies, beer and cigarettes, one sale each.

Equitable Charge ▪ RAB officials feel it is reasonable to ask stations which benefit directly from the tests to contribute 10% of the benefit to help pay the costs involved in getting the business. They also feel this is more equitable than hiking RAB membership dues, since financing through a dues rise would require all stations to pay for benefits which, for the present, accrue to relatively few.

The 10% payment in each case comes out of money which the station would not otherwise have received, officials point out. They also report that the test billings are fully commissionable to both agencies and station representatives. Thus after deduction of commissions and payment of 10% to RAB, about 60% of any station's RAB-placed billing is "keeping money" for the stations.

The new concept emerged through a process of evolution. Its development already had reached the point where RAB was making specific campaign proposals tailored to the needs of individual advertisers. The element added in the new approach is the "proof-of-performance" research to show participating advertisers that radio not only *can do* but in fact *has done* an effective sales job *for them.*

Time Needed ▪ The depth of this research and the extra man-hours that will be needed to plan and supervise the campaigns will sharply curtail the number of presentations RAB will be making to national advertisers. In past years it has averaged about 200 or more a month; during the past year, in transition to the new approach, the number has been gradually reduced and in the future, it will be "at least one million-dollar proposal a day," aside from follow-up calls, preliminary meetings, etc.

Officials obviously are confident that some 25 major calls a month under the new system will produce more dollars for radio than 200-a-month under the old system.

The bureau's generalized presentations to agencies will continue.

The new move is regarded as es-

RAB cites spot's problems

BROADCASTING's report on the current situation in national spot radio and its problems (BROADCASTING, Oct. 30) was an accurate and faithful account of facts that should be faced, the Radio Advertising Bureau reports in a message to its members. This evaluation is contained in a lengthy RAB study of the state of radio business and ways to improve it (see page 35).

The report notes that the BROADCASTING account touched off a controversy that is still going on, but suggests that the controversy is hard to understand because the facts reported in the story are and have been well known to those closest to the spot radio situation. RAB agrees that there has been a slump in spot radio and that some agencies, for whatever reasons, are currently inclined to discount radio's importance. It also tells its membership that these facts should not be ignored but brought out into the open and discussed frankly, so that solutions may be found. RAB is confident that solutions will be found.

pecially significant because of the timing. Although under development for two years, the new concept emerges in a period when there has been increasing talk of indifference to radio on the part of some buyers and even a tendency to discount radio's importance at a few agencies.

Survey Results ▪ The adverse or indifferent attitudes were explored in a BROADCASTING survey which showed that although they represent a definitely minority viewpoint, they do exist and clearly are retarding radio sales at the national level (BROADCASTING, Oct. 30).

RAB is notifying its members that the BROADCASTING study faithfully reported radio's situation and its problems (see page 36)—but it hopes to reverse the situation and surmount the problems, with their cooperation, through its new "proof-of-pudding" campaign and related efforts at all levels.

Miles David, RAB vice president and director of promotion, explained that the Test Market Plan concentrates on the top 100 advertisers for several reasons.

"Of course we want to see a selling job done with the middle-sized accounts," he said, "but our big investment in sales and in effectiveness research has to go where the big returns are. The top 100 advertisers spend $2.6 billion. Clearly the main route to substantial growth and property for radio is with the big companies."

Big Ones First ▪ The continuing trend toward corporate mergers and big-company acquisitions of smaller companies also was seen as supporting the policy of concentrating on the big ones: Medium-sized companies, although growing fast through the use of radio, may suddenly be acquired by or merge with a company that concentrates in other media; or the small "hot" company, having built part of its success in radio, may attract a major agency that turns out to have little interest in radio.

In addition, the big advertisers are traditionally the pace-setters, whose media choices may profoundly affect those of smaller advertisers.

Although the test-market plan overshadowed other developments in last Wednesday's board meeting, the directors also approved measures designed to keep the RAB sales effort moving in other areas as well. In the process they approved an RAB 1962 budget totaling $1.2 million (counting both dues and income from supplementary services, including bulk sales of presentation material and tapes).

A step-up in local sales work is planned for the coming year. This will be accomplished partly by expansion of the so-called "Ohio Sales Caravan," a technique by which an RAB team made presentations in 10 small Ohio markets in one week earlier this fall.

RAB president Kevin Sweeney told the RAB Board about a plan aimed at boosting radio's national sales by "15% annually, or $30 million a year."

RAB vice president and director of promotion Miles David said "our big investment in sales and research has to go where the big returns are."

Seminars to be Resumed ▪ In larger markets RAB plans to resume its Department Store Radio Advertising Seminars, with President Sweeney or Vice President David making presentations on radio's retail advertising impact to top department store executives.

"We'll put three times as much RAB manpower into the field for direct selling in 1962," Mr. Sweeney asserted. He said the department-store seminars and the caravan techniques "have both proved highly successful" and that in addition "we can expect to create new sales services so that we can serve the needs of every kind of market."

The supplementary services are self-liquidating, in that the costs are paid by stations in the markets visited by the RAB executives.

Among new projects authorized for 1962 was a study aimed at finding or developing time-saving and money-saving techniques in radio selling and buying, in order to "make radio more profitable for agencies to buy." This has been a frequent complaint of radio salesmen against agencies: That one reason agencies don't buy more radio time is that they can make more money by buying television or other media.

The board also authorized RAB management to offer a bid for the purchase of a building on New York's east side which, if acquired, would become RAB's headquarters in 1963. Site of the building was not disclosed. RAB moved recently into new quarters at 655 Madison Ave., New York.

Radio news offers good commercial climate

10 STUDIES AUTHENTICATE ADVERTISING VEHICLE VALUE

Radio's stature as a news medium in the community and hence its value as an advertising vehicle to national spot advertisers are documented in a new booklet presentation now being released by Edward Petry & Co., New York, station representative firm.

The presentation, which runs more than 20 pages, pulls together information from 10 separate studies, including material from Radio Advertising Bureau, NAB, Alfred Politz Research Inc., R. H. Bruskin Assoc. and Fact Finders Assoc. Also in the report are extensive quotes of Dr. Ernest Dichter, president of the Institute of Motivational Research, on the subject of advertising in radio news.

Commercials Have Impact ▪ Dr. Dichter, according to the Petry report (entitled *Impact Radio News*), maintains that commercials in radio news programs get as much attention as the news broadcast and are considered reliable and believable.

The "major qualities" of radio news programs from the listeners' point of view, as conveyed by Dr. Dichter: "First, a sense of timeliness. Radio news coverage provides this to a greater extent than other media could offer. Second, complete reliability. This results both from the strong impression that this news come from authorative

sources and, because of the speed of transmission, tends to create the feeling that there is less opportunity to edit, distort or otherwise modify the news."

Ideal Vehicle ▪ Specifically on advertising in such shows: "the special image of news programs as being sound, reputable and serious, makes them ideal vehicles for many advertisers—news programs offer a public image of integrity and reliability—a most appropriate framework for presentation of the products and services of advertisers seeking to project a quality image to the public."

The Petry report claims that radio news programs offer more selling time than "straight" spot announcements: Five-minute newscasts, for example, have opening and closing billboards of 10 seconds each or more in length in addition to a full-minute spot. The report maintains that an advertiser using 15 five-minute newscasts weekly with 2 ten-second billboards as compared to 15 spot announcements will find he can total 45 separate "sales calls" using 20 commercial minutes in newscasts but only 15 separate sales calls using 15 commercial minutes in a regular spot campaign.

Research in the presentation creates this image of radio news: People listen to radio news first thing in the morning and last thing at night, and in "tremendous" numbers for day-to-day coverage when a sudden development triggers a "what happened" impulse, and they own sets primarily to hear news and more often seek out news than any other programming on radio.

Advertisers are encouraged in the Petry presentation to look for "an enterprising station" that reports in depth and doesn't just "rip and read."

Management sessions set Jan. 15-19 in New York

The American Management Assn.'s "Effective Advertising Course" for management will be held next Jan. 15-19, at New York's Hotel Astor. The sessions will be held in Chicago next March 12-16 at the LaSalle Hotel. The course will return to its customary site at the AMA Academy at Saranac Lake, N. Y., April 30-May 4.

The sessions are designed for the executive concerned directly or indirectly with the advertising function. Course topics include the scope and purpose of advertising; integration of advertising into marketing; determination of the company's total advertising investment and the basic company strategy; organization, planning and execution of the campaign; agency-client relationships and evaluation of the effectiveness of the campaign.

Speakers for the sessions will be drawn from a course faculty which includes Edward L. Slater, director of advertising, Sylvania Electric Products; Robert Hull, director of product development, Coty; Mack Hanan, managing partner, Hanan & Son; Robert G. Hill, advertising manager, Columbia-Geneva Steel Division of U. S. Steel; Prof. Albert W. Frey, graduate school of business, U. of Pittsburgh; George B. Koch, merchandising manager, Industrial Products Division of B. F. Goodrich; and Ambrose Addis, director, marketing studies, Lever Bros.

When days grow shorter, television viewing grows longer

Television viewing shows a significant increase during the week after the annual autumn change from daylight to standard time.

A three-year study conducted by American Research Bureau traces the listening pattern during the weeks preceding and following the annual autumn switch of the clock. The study is based on daily Arbitron data gathered in New York.

ARB found the greatest change between 4:30 and 6 p.m. after the change to standard time. This time, when daylight gives way to darkness, "is obviously the time period most critically affected by the time change," ARB said, adding, "A reasonable explanation may be that with daylight activities restricted, people tend to turn on their sets as soon as darkness falls; thus, as it gets dark earlier, more sets will be turned on sooner."

Other explanations suggested by ARB include variations in programming (actually very few) or possible changes in hours of schooling or employment. However ARB felt these two variations would not seem to be major factors producing a swing of the magnitude shown in the five-day average based on three different years.

The data can be used by rating services in planning their fall multiple-week survey periods and by advertisers evaluating fall measurement results, according to ARB. It continued, "The chart tracing percentage increase in sets-in-use following the fall time-change indicates a potential distortion in any data secured from a combined survey of the week or weeks before and after the time change, suggesting that any measurement period which combines pre-time change and post-time change weeks will not reflect an accurate average measurement for any one of the weeks involved."

Monday-Friday Average Sets-in-use and Percent Increase by ¼ Hours (New York ARBITRON 1959-1960-1961)

TIME	WEEK PRIOR TO TIME CHANGE (Daylight Time)	WEEK FOLLOWING TIME CHANGE (Standard Time)	% INCREASE
1:00 PM	16.6	16.6	.....
1:15	16.6	16.7	0.6
1:30	14.5	15.2	4.8
1:45	14.9	15.3	2.7
2:00	14.3	15.2	6.3
2:15	14.2	15.9	12.0
2:30	12.6	14.1	11.9
2:45	12.2	14.0	14.8
3:00	12.3	13.5	9.8
3:15	13.0	14.6	12.3
3:30	13.9	16.2	16.5
3:45	14.8	17.5	18.2
4:00	16.2	18.3	13.0
4:15	18.6	21.2	14.0
4:30	20.4	24.8	21.6
4:45	22.6	27.1	19.9
5:00	23.8	30.6	28.6
5:15	27.1	34.8	28.4
5:30	30.1	37.3	23.9
5:45	32.8	39.4	20.1
6:00	34.2	40.4	18.1
6:15	35.9	42.7	18.9
6:30	40.2	46.1	14.7
6:45	43.3	48.3	11.5
7:00	45.7	50.8	11.2
7:15	47.0	52.2	11.1
7:30	50.3	53.2	5.8
7:45	53.8	56.4	4.8
8:00	56.8	60.2	6.0
8:15	59.9	62.9	5.0
8:30	62.3	63.4	1.8
8:45	64.3	66.1	2.8
9:00	65.4	67.2	2.8
9:15	67.1	69.3	3.3
9:30	68.1	69.8	2.5
9:45	68.9	70.2	1.9
10:00	68.1	68.3	0.3

WHO Radio dominates Iowa audience for 24th consecutive year!

94 Other Stations Compete in America's 14th Radio Market

CONFIRMED again . . . and for the 24th consecutive year! WHO Radio leads all Iowa radio stations in audience ratings by a wide margin. But this is nothing new to those of you familiar with 50,000-Watt WHO Radio.

The new 93-County Area Pulse Survey (March, 1961) strongly confirms WHO's claim to superiority. The survey was conducted in 68% of all counties in which WHO has 10% or more NCS No. 2 penetration (93 of 137 counties). This area holds 75% of all radio families in WHO's rich "Iowa Plus" coverage area (647,000 of 865,350 families).

The survey gives WHO Radio a greater share of homes using radio in all quarter hours surveyed Monday through Friday, than any of the 94 other competing stations.

WHO Radio and the 865,350 homes it serves in "Iowa Plus"—*America's 14th largest radio market*—should be on every major radio-market list. Ask your PGW Colonel for complete results from the 24th consecutive survey of the Iowa radio audience.

Sources: Pulse (March, 1961), NCS No. 2.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

TV VS. NEWSPAPERS

Tv favored on two questions in ANPA report to agencies

Television stands higher than daily newspapers as "first in the introduction of new products" and for "interesting and imaginative ads," according to adults who were asked to compare media on these two counts in a study of the newspaper reading public.

Specifically, on the question of "new products," the media ratings are: tv 71%; newspapers 60%; magazines 57%, and radio 45%. On "interesting and imaginative ads," respondents gave high scores of 66% to tv, magazines 67%, newspapers 54% and radio 37%.

Newspapers scored higher than tv or radio on these points: "Gives a good description of the products I need"; "shows good taste in the advertising it carries"; "tells you all you need to know when buying a new product;" "sticks to the facts"; "tells me where I can buy things."

These results are part of a comprehensive study presented Wednesday (Nov. 29) to advertisers and agencies in New York. The presentation, titled "The Newspaper and Its Reading Public," was shown by the Bureau of Advertising of the American Newspaper Publishers Assn., under whose supervision the research project was carried out; the American Assn. of Newspaper Representatives was co-host. The survey was conducted in consultation with the Advertising Research Foundation by the Audits & Surveys Co., was reviewed by an advisory council of leading newspaper researchers, and was financed by six major Canadian newsprint manufacturers which make up the Newsprint Information Committee.

Objectives Listed ▪ The project involved a probability sample of 4,826 interviews with individuals 15 and older, representing 2,449 households drawn from 622 sampling points in 100 sampling areas. The interviews took place between March 21 and April 8.

Charles T. Lipscomb Jr., bureau president, and Dr. Leo Bogart, vice president for marketing planning and research, delivered the presentation.

The study showed newspapers in front of tv in another respect. People were asked to describe how they would feel if they had to get along without tv or without newspapers. The response, "I would feel quite lost without it," was selected by 49% in the case of newspapers, and by 28% in the case of tv.

In the area of personal "closeness" to media, the percentage breakdown on the question of "which do you feel closest to?" was answered: "newspaper you read most often," 40%; "tv channel you watch most often," 33%, "radio station you listen to most often, 14%, and "no preference," 13%.

The study shows 42% of the readers report spending 40 minutes or more with each weekday paper they read, while 23% read 30-39 minutes and 34% up to 30 minutes. Although the results are not directly comparable because one deals with homes and the other with individuals, a Television Bureau of Advertising report recently noted that some 47 million homes average 5 hours 22 minutes of television viewing per home per day (BROADCASTING, Oct. 16).

The newspaper presentation is also available in a special brochure released by the Bureau of Advertising. Additional showings of the presentation in major cities are planned for coming months, starting in Detroit, Dec. 12.

ARBITRON'S DAILY CHOICES

Listed below are the highest ranking television shows for each day of the week Nov. 23-29, as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

Date	Program and Time	Network	Rating
Thur., Nov. 23	**Hazel** (9:30 p.m.)	NBC-TV	26.0
Fri., Nov. 24	**Route 66** (8:30 p.m.)	CBS-TV	26.9
Sat., Nov. 25	**Gunsmoke** (10 p.m.)	CBS-TV	27.7
Sun., Nov. 26	**Bonanza** (9 p.m.)	NBC-TV	29.7
Mon., Nov. 27	**Danny Thomas Show** (9 p.m.)	CBS-TV	24.1
	Andy Griffith (9:30 p.m.)	CBS-TV	24.1
Tue., Nov. 28	**Garry Moore Show** (10 p.m.)	CBS-TV	24.6
Wed., Nov. 29	**Hollywood's Golden Years** (7:30 p.m.)	NBC-TV	26.1

Copyright 1961 American Research Bureau

Sara Lee helps back Tv 'Folksong Festival'

If anyone wonders whether sponsors today are willing to take the initiative in experimental programming, they should talk to Kitchens of Sara Lee, Chicago, and its advertising agency there, Hill, Rogers, Mason & Scott. Sara Lee has partially underwritten production of a one-hour tape special, "Folksong Festival," which it will air on WBKB (TV) Chicago Dec. 6 at 10:30 p.m. and later in other markets around the country.

Producer Jim McGinn will syndicate the show to other sponsors in markets not used by Sara Lee. "Festival" was taped on location before student groups at the U. of Chicago and Northwestern U. and stars folk singers such as the Weavers, Josh White and the Chad Mitchell Trio and others. The show also includes features in unusual out-of-door settings more often employed in film rather than tape technique. The sponsor found tape production cost far less than film.

Tide to Compton, Premium Duz to Grey

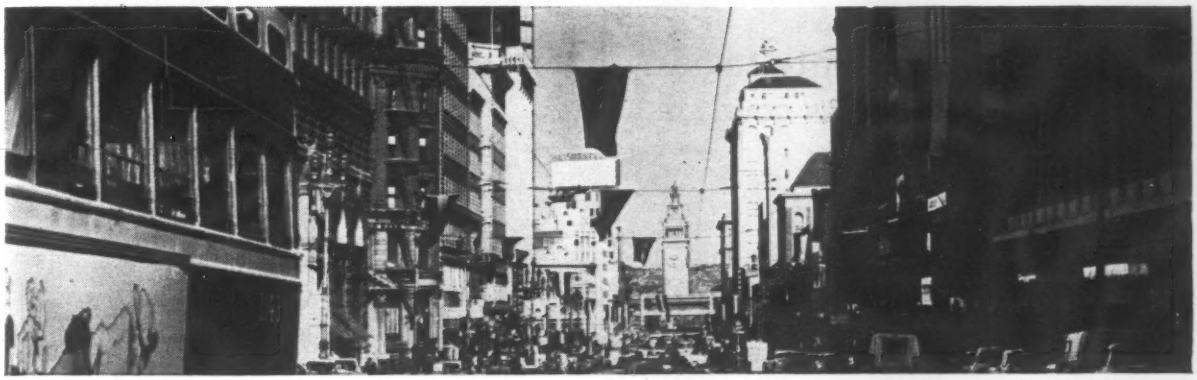
Procter & Gamble Co., Cincinnati, will transfer its $8.5 million Tide account from Benton & Bowles, New York, to Compton Adv., New York, and will move its $3.5 million Premium Duz business from Compton to Grey Adv., New York. The account changes take effect on March 1, 1962.

No reason was given for the changes, but the announcement noted that B&B is still P&G's agency for Ivory Snow, Crest, Prell, Charmin Paper products, Fluffo and the test-market brands, Whirl and Stardust. Though B&B officials declined to comment on the development or estimate the billing remaining at the agency, it is believed that B&B is still P&G's "No. 2" agency. Compton reinforces its position as the top P&G agency and will be responsible for about $27 million of the company's billing when Tide is included.

Grey Adv. is the agency for P&G's Big Top peanut butter, Ivory shampoo, Lilt home permanent, Ivory Flakes, Downy fabric softener, Pin-It home permanent and Party Curl children's permanent. Both Tide and Premium Duz are heavy television advertisers, with more than 90% of their respective budgets in television. Duz is particularly active in spot tv and Tide in network tv.

Rep appointments...

- KETV (TV) Omaha, Neb.: Harry S. Hyett Co., Minneapolis.
- WNOP Newport, Ky.: Jack Masla Inc., New York.
- KNOG Nogales, Ariz.: Tracy Moore & Assoc. as West Coast representative.
- WCCA-TV Columbia, S. C., and WCCB-TV Montgomery, Ala.: Weed Television Corp., New York.
- KVOS-TV Bellingham, Wash.: Peters, Griffin, Woodward Inc., New York.



It's MARKET Street in SAN FRANCISCO...

It's MAIN STREET in Ohio's Third Market

It's a big country, and it's possible for Americans to be miles apart, both geographically and in their needs and preferences. That's why people in Ohio's Third Market should be approached in a manner that might not succeed, let's say, in San Francisco. ■ That is the job WHIO-TV, AM, and FM has set for itself—to know what is wanted on Dayton's Main Street, and along the 23 other Main Streets in our primary listening and viewing area. Programming is aimed squarely at these known attitudes and needs. The consequence is what you would expect: a vast, fine following of people in all age groups, and at all income levels. ■ And speaking of income levels — you have to look up to see ours. Over the years, *highest in the state.* ■ If you haven't seen George P. Hollingbery lately, ask him to elaborate and particularize.

DAYTON, OHIO WHIO-AM-FM-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO AM—1290 KC FM—99.1 MC WHIO-TV CBS Channel 7 Dayton Ohio

NCS reports on county radio-tv homes

CENSUS-BASED SET TOTALS COVER 18 STATES

County-by-county television and radio home counts for 18 states have been sent to subscribers of A. C. Nielsen Co.'s NCS '61. The ownership figures are based on receiver home counts from the 1960 U. S. Census, updated to April 1961 by Nielsen.

Coverage data for all radio and tv stations in all counties, reporting weekly and daily, day and night percentage levels, have also been sent to NCS subscribers.

State-by-state station circulation figures will be available shortly when Neilsen applies the station coverage per cent levels to the county receiver home counts.

Tv and radio set ownership for the 18 states follow:

(Based on full 1960 census data, updated to April 1961)

	Total Homes*	Tv Homes		Radio Homes	
		No.	%	No.	%
Colo	540,600	468,470	87	508,050	94
Conn	775,000	726,120	94	736,190	95
Del	132,200	121,890	92	123,550	94
Idaho	196,100	172,840	88	184,710	94
La	905,300	765,980	85	775,060	86
Me	281,600	258,150	92	251,510	89
Mont	204,200	166,520	82	191,070	94
Nev	95,100	81,490	86	85,110	90
N.H.	181,900	167,640	92	168,210	93
N.M.	257,200	210,660	82	227,660	89
N.C.	1,216,600	1,022,110	84	1,020,300	84
N.D.	174,400	153,510	88	164,840	95
R.I.	258,500	245,750	95	245,220	95
S.D.	195,900	169,210	86	184,630	94
Tenn	1,010,400	852,400	84	885,680	88
Utah	246,000	221,650	90	227,280	92
Vt	111,000	99,990	90	103,000	93
Wyo	100,000	80,700	81	93,290	93

*Total homes with permission of "Sales Management," April 1961.

Adapted commercial best in new area—Schwerin

What approach should a television advertiser take in commercials for a foreign-language audience? Should he (1) use dubbed soundtracks and superimposed labels on existing English commercials, (2) adapt his existing commercials by recasting with local performers in local settings or (3) create original commercials in the language of the new market?

Schwerin Research Corp. studied all three approaches as they are used to reach the French-speaking audience of Montreal, Que. The results: adapted commercials are about 50% better than those which dubbed their English message in French. Original commercials, created specifically for the French-speaking audience fared a poor third.

Schwerin credited the "adapted" commercials, superiority to two areas of French Canadian responsiveness: recasting with local tv personalities who enjoy enormous popularity and prestige, and encouraging viewer "involvement with family themes and situations."

Failure of some of the "original" French commercials was attributed to "false economy and falser rationalization" (assuming that since French Canadians are outnumbered three-to-one by English-speaking Canadians, it is possible to buy the brand decisions of the French Canadian at bargain rates with underproduced commercials).

September network tv billings

Network television gross time billings
Source: TvB/LNA-BAR

	September			January-September		
	1960	1961	% Change	1960	1961	% Change
ABC-TV	$11,875,080	$15,258,660	+28.5	$112,721,410	$138,676,320	+23.0
CBS-TV	21,103,437	22,587,077	+ 7.0	204,346,025	198,961,943	— 2.6
NBC-TV	18,436,653	20,434,291	+10.8	177,287,011	201.032,781	+13.4
Total	$51,415,170	$58,280,028	+13.4	$494,354,446	$538,691,044	+ 9.0

Month by month 1961

	ABC	CBS	NBC	Total
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,190	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,845,630	59,865,831
July	14,296,970	21,988,688	21,860,668	58,146,326
August	14,484,650	21,446,651	22,472,613	58,403,914
September	15,258,660	22,587,077	20,434,291	58,280,028

Network television gross time billings
by
day parts
Source: TvB/LNA-BAR

	September			January-September		
	1960	1961	% Change	1960	1961	% Change
Daytime	$16,097,865	$19,178,589	+19.1	$147,626,109	$176,527,518	+19.6
Mon.-Fri.	13,396,977	15,506,462	+15.7	122,957,425	149,032,064	+21.2
Sat.-Sun	2,700,888	3,672,127	+36.0	24,668,684	27,495,454	+11.5
Nighttime	35,317,305	39,101,439	+10.7	346,728,337	362,143,526	+ 4.4
Total	$51,415,170	$58,280,028	+13.4	$494,354,446	$538,671,044	+ 9.0

Kennedy advisors get Strouse strafing

Norman H. Strouse, president of J. Walter Thompson Co., last week unleashed an attack on President Kennedy's economic advisors, whom he accused of being "intellectual opportunists" and of using the advertising industry as a "political whipping boy."

Mr. Strouse told the San Francisco Advertising Club that the presidential advisors mounted their "gathering assault" against advertising on "two totally false premises: first, that advertising is an economic waste, and second, that advertising is socially immoral." To the first premise, Mr. Strouse rebutted: "a responsible administration should actually encourage the further use of advertising to expand our markets here and abroad." As for immorality, the JWT president said that money for schools, hospitals, national defense and foreign aid come from taxes on business and that advertising helps produce an expanded economy.

Mr. Strouse

"This is no time for government experimentation with special philosophies of economics, new forms of social paternalism, or divisive politics that chants the creed of labor versus management," Mr. Strouse said, "This is a time for a sense of responsibility in every segment of American life."

He urged a program of indoctrination for ad agency employes so they won't waver in their confidence in advertising "when they read or hear the attacks of those counterfeit intellectuals who seem to find something revolting about raising the sights of the American people toward a higher standard of living."

The $12 billion annual advertising

Why KTVU bought Seven Arts' Volumes 1 and 2

Says Bill Pabst:

"When you look over Warner's 'Films of the 50's' you see good star value and all the other ingredients that top grade product should have. You are assured of

acceptance by the viewing public and the paying advertisers.

"We were SRO going into the first group, and expect to be equally well set before the second group goes on."

PREMIERE THEATRE
First Run—Sundays, 7:00-9:00 P.M.
Repeat Performance—Mondays, 7:30-9:30 P.M.

Seven Arts' "Films of the 50's"
Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

William D. Pabst, General Manager, KTVU, San Francisco, Calif.

IN NASHVILLE . . .

WSIX TV 8 . . . still NO. 1*

*ARB REPORTS WSIX-TV 8 NO. 1 in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday (*June ARB, 1961)

and NOW . . . 37th TV MARKET** homes delivered, 6 P.M. to midnight, Sunday through Saturday. (**ARB March, 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented by:
PETERS, GRIFFIN, WOODWARD, Inc.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

Fred A. Niles Communications Centers Inc., 1058 W. Washington Blvd., Chicago 7

Daisy Manufacturing Co. (Daisy Air Rifles), three 60s, live, film. John McShane, prod. mgr. Agency: E. L. Ramsey; Norwin Langworthy, agency producer.

Coca-Cola Co. ("Cokes"), three 60s, three 20s, three 10s, live, film. Harry Lange, prod. mgr. Agency: McCann-Marshalk; Andy Jenkins, a.e.

O'Cedar Products (mops), three 60s, three 20s, live, film. William E. Harder, prod. mgr. Agency: Turner Adv.; Gordon Turner, a.e; Karl Vehe, prod. mgr.

Beatrice Foods (dairy products), 12, 60s and 20s, live, film. Harry Lange, prod. mgr. Agency: Hill, Rogers, Mason & Scott; Frank Stull and Sherman Rogers, a.e.s; Sherman Rogers and Elinor Fahrenholz, agency producers.

International Video Tape Studios, 430 N. Camden Dr., Beverly Hills, Calif.

Bankers Life & Casualty Co. (White Cross Plan), seven 60s, live, tape. Richard Rosenbloom, prod. mgr. Agency: Phillips & Cherbo Inc.; Larry Pearce, a.e.; Robert Jones, prod. mgr.

expenditure which seems to annoy the industry's adversaries is "a dynamic lever that continues to lift our economy to the greater goals ahead," Mr. Strouse said.

"Our best minds are struggling to fashion our national purpose into words and meaning which can give leadership to us all. Certainly we can hope that this will not be couched in partisan language. This, then is the responsibility of our political leadership," Mr. Strouse said.

Gulf renews NBC sponsorships

Gulf Oil Corp., New York, announced last week it has renewed its sponsorship of *NBC Special News Reports* through 1962, and will retain options for 1963. Gulf's sponsorship, placed through Young & Rubicam, New York, is for telecasts of important news events. During 1961 the program reported on the first and second U.S. manned-space shots, Jacqueline Kennedy's tour of Europe, the Air Force Texas Tower disaster and the Laotian crisis (AT DEADLINE, Nov. 27). The company, for the second consecutive year, will sponsor *Projection*, NBC News' annual outlook for the new year which will be telecast on Jan. 5.

Anti-communist series

Carnation Co., through Erwin Wasey, Ruthrauff & Ryan, Los Angeles, and Southern California Edison Co., through Young & Rubicam, Los Angeles, will sponsor a special series of five 2½-hour anti-communist telecasts on KTLA (TV) Los Angeles, Dec. 11-15, at 7:30-10 p.m. KTLA has preempted all regular programming for the five-day period to broadcast the special *Project Alert* series, live coverage of the School of Anti-Communism, meeting at Los Angeles' Shrine Auditorium. Leading speakers will present the views of this organization about the duty of all citizens.

Also in advertising...

Another Blair office ▪ The Blair Television companies are opening an office in Penn Center, Philadelphia. Gordon Walls, regional sales manager of WCAU-TV Philadelphia, will head the new office. Blair already has a radio sales office in Philadelphia.

Changing name ▪ Henderson & McNelis Inc., New York marketing and communications research firm has changed its name to John J. Henderson & Assoc. Inc. Address is 342 Madison Ave., New York 17.

RATE GIMMICKS

Newspapers are endangering rate structure, says Grey

In their fight for the advertising dollar, newspapers are introducing "rate gimmicks" on such a scale that they may "in time . . . endanger their entire rate structures," *Grey Matter*, a publication of Grey Adv., asserts in its November issue.

The analysis, dealing with the assortment of rate devices by which newspapers try to "bridge the national-retail rate differentials," predicts that ultimately the solution will be a single rate standard for all newspaper advertisers, national and retail. This, says *Grey Matter*, is "inevitable" because it is the simplest, most direct, most understandable, explainable, defensible and equitable solution to today's problems.

The Grey study contends that "gimmick rates" make newspapers harder to buy because they confuse the advertiser and therefore may encourage him to avoid rather than use newspapers. It says gimmicks do not necessarily "switch important media dollars" to newspapers but, rather, tend to switch business from the *national* rate to what is a "less profitable rate" for

A "well-bred" SUCCESS story for WDAY-TV, Fargo!

Every afternoon from 4:00 to 5:00, the old Hayseed puts on a local live talent show called "Party Line" — breezy informal chatter that really wows the wimmin.

During *one* minute of *one* day, earlier this year, the chat was about the next day's opening of a new Cox's Bakery store — their eighth. Results? To quote Dale Cox himself, "We sold 500 loaves of bread before we got the door open for business; 7,300 loaves on opening day; 9,400 loaves the second day. This is a *first* and the people are still coming in."

"Party Line" is doing a *spectacular* job for a number of big-time food and household products. Ask PGW for all the facts!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Why the criticism of commercials?

IT'S BECAUSE TOO MANY DON'T REALLY SELL, EXPERT SAYS

Swamping the television screen with poor commercials is the basis for many of today's attacks on tv and advertising in the opinion of Paul C. Harper Jr., president of Needham, Louis & Brorby, Chicago, one of the biggest agencies in broadcast advertising.

Mr. Harper told the Advertising Club of Denver last Thursday that too many commercials represent poor selling, which he considers negative public relations with the consumer.

The problem is not that there are too many commercials. It is that there are too many commercials that are inexpertly done.

"I believe that the problem we face is one that we have created ourselves," Mr. Harper said. "It is very simply that the airwaves are being flooded with too many commercials that are clumsily written, over-produced, atrociously acted, loud and impersonal and unreal."

The NL&B president observed that "almost everyone responds to a salesman who knows his product, knows his customer's need for it and who seems to know how important his proposition really is to his prospect. Almost no one responds to a salesman who, through tone of voice, words and gestures, exaggerates the importance of his proposition and underestimates his customer's knowledge of her own needs.

"Yet this is what for too many commercials on the air today do, and I believe that whether they recognize it or not this is what provokes many of our severest critics."

If the trend continues, Mr. Harper said, the public at large is going to become "less and less responsive to all commercials and our critics are going to become more numerous and more bitter."

Three Rules ▪ Mr. Harper said there is good "person-to-person" selling being done on television right now, "but it isn't being done enough." He gave three basic rules for good commercial writing and discussed typical commercials that now meet these criteria. The three rules:

- Be simple and direct. Any commercial should offer a single clear and meaningful product proposition.
- Speak the prospect's language. Speech and staging should be entirely in keeping with the prospect's ways of speech and ways of life. The commercial should not be remote, stilted or phony.
- A commercial's technique should *underline* the message, not undermine it. Its camera work, music and animation should accent the story rather than obscure it.

Mr. Harper said there are 10 product areas in tv today which represent the "toughest sales situations" and where there is "more money, more pressure and more commercial time involved than any others." He named personal products, soap, insurance, small loans, toothpaste, cigarettes, food (coffee and margarine), appliances, automobiles and beer.

"It is these pressures of competition," Mr. Harper said, "that often produce the worst violations of the rules of person-to-person selling. They produce the tendency to shout, to overproduce, to de-personalize the message. Nevertheless there are successful advertisers on the air today in all 10 of these highly competitive fields who use person-to-person selling."

Twelve That Sell ▪ Mr. Harper cited the following current commercials as those which do a good job of selling in their respective categories (of the dozen he cited, his agency was responsible for four of the commercials: Household Finance, Miracle Margarine, State Farm Insurance and Renault):

BUFFERIN: "The typical analgesic commercial is usually a scenic trip down the alimentary canal, its little white tablets finally dissolving in stomach acid, the foreheads twisted in pain, suddenly relieved. But the Bufferin commercial is an unmistakable message, an air of calm, commanding authority, a problem clearly resolved."

BAN DEODORANT: "The typical deodorant commercial features cloying euphemisms, wildly unreal social situations, harsh warnings of doom. But in the Ban commercial the problem is clear and so is its solution. The situations are real and the words are few, but telling."

HOUSEHOLD FINANCE CORP.: "The field of small loans is an industry that is fighting to get away from the age-old association with usury. The leader in this fight has been HFC, which has convinced hundreds of thousands of borrowers that their offices are honest, friendly places to do business. This hasn't been done by preaching. It's been done by person-to-person selling, which takes the side of borrower—and actually counsels him against borrowing except when he absolutely has to."

SWAN SOAP: "Soap is another field where commercial writing has become so frozen in its concepts that you can almost predict the moment at which mother will draw her towels from the water and go into a froth over their whiteness—or the moment when she draws her hands from the dishpan and submits them to nibbling by a simpering husband who has clearly lost his battle to the matriarchy. So much soap advertising is so strait-jacketed, unreal and lifeless that it is a pleasure to look at a commercial like the one for Swan liquid detergent. All it does is to take the woman's hand in a real life problem and lead her conversationally to a solution."

FRIGIDAIRE: "When it comes to appliances, we are dealing with a different kind of creative problem because appliances are by and large sold on their features, and features need demonstration by a stand-up pitchman or woman. But Frigidaire is an advertiser who chose to introduce a refreshing bit of humanity into his pitch—by admitting to the viewer that a refrigerator can get just so convenient and after that is really any man's choice."

the newspapers and thus—from the newspaper's standpoint—lead to a *"losing* return per line, without additional lineage to make up for the loss in income *per line."*

"The only defensible reasons for differences [in rates for the same lineage in the same paper] lie in *volume* and/or *continuity," Grey Matter* contends.

The analysis does not mention the national-local rate differentials in radio and television, where Station Representatives Assn. and a number of broadcasters have long contended that the so-called "double standard" is hurting spot broadcasting volume and that stations using it should convert to a single rate covering both classes.

Grey Matter's analysis deals not only with the double standard in newspapers but with the varying ways in which the double standard is accomplished. It explains nine different ways, ranging from "hookers" (an old but increasingly popular plan in which the national advertiser gets a lower overall rate, or larger space, if he surrounds his ad with boxes carrying individual dealer listings) to "The Hodgepodge" (a cluttered-ad approach).

MAXWELL HOUSE COFFEE and MIRACLE MARGARINE: "The differences between most competing brands of food products are small indeed, and the housewife knows it. Therefore, the advertiser who pounds the table, argues or overstates his case will not be listened to. Food products present great opportunities for disarming understatement and atmospheric staging. Here are two commercials from two of the most competitive parts of the food field—coffee and margarine. Each one says what it has to say briefly and directly—and lets musical and visual devices create the warmth and excitement that says: Buy."

IPANA: "There are many ready-made formulas in toothpaste. There is the clean-cut announcer with a graph on dental caries or the phony dentist in white waving his nutpick at you and reminding you of the awful things that are going on between your teeth. I prefer the approach Ipana has taken recently, which, like the rest of the commercials I am discussing, gets away from puffing up the proposition beyond its real importance. A new toothpaste these days is not an earth-shaking event, particularly when there are several other brands on the market with the same ingredients. This commercial speaks at the right level of excitement; it is therefore all the more convincing."

MARLBORO: "The advertising of cigarettes is a world apart. I don't know of anyone who claims he has discovered the ultimate cigarette advertising strategy—except to spend more money. I can't pretend to throw much light on this field since I don't smoke and we don't have a cigarette account. But I am struck by the fact that one of the most successful brands in recent years has used advertising that is essentially person-to-person selling. Marlboro has used real situations and plain language. It has avoided trying to say, as so many cigarettes do, that a pull on one of their cigarettes can make the difference between happiness and misery."

STATE FARM INSURANCE: "Automobile insurance is a subject of very low viewer interest. People will not listen to long tirades on the subject. All they want is low cost—and the assurance of good service. That's all State Farm tries to sell them in its current commercial."

Harper of NL&B
A plea for better tv commercials

RENAULT: "Of all the product categories, it is the automobile manufacturers who seem to have the hardest time presenting their product in its natural, everyday environment. Typically the automobile is shown on a glittering patent leather turntable, or it is being driven backwards up the east face of Long's Peak. This is in spite of the fact the automobile is second only to home itself as a symbol and a meeting place of the American family. The automobile means so many things, tangible and intangible, to the average American that it would seem to offer the perfect opportunity for person-to-person selling. Two commercial attempts by Renault do just that."

COUNTRY CLUB ALE: "Finally we come to beer, which I believe of all advertised commodities responds most readily to the truly creative touch. I have been talking throughout these examples in favor of realism, showing things as they are, talking the way people talk. Although this commercial does neither, I think in its way it is another good example of person-to-person selling. In a field of big budgets and glittering production values, this short, simple commercial makes a place for itself by being honest and, at the same time, outrageous. This is a good commercial to stop on, because if nothing else it proves that there is no rulebook in advertising. If there were, this wouldn't be nearly as interesting a business as it is."

Mr. Harper felt his list of current examples of good commercials clearly displayed an absence of "technical fireworks" that got in the way of the message; shock for shock's sake; laughs for laughter's sake; beauty for beauty's sake, and "bombast or grating unreality." He felt they did display a simple message, clearly expressed; recognition, expressed in tone of voice and technique "as to where the product really fitted into the prospect's life and scale of values;" originality, as distinguished from eccentricity, and "warmth, a personal note that made the message easy to accept." And that, of course, is the whole purpose.

Business briefly...

Faberge Inc., New York, today begins a 15-market, 30-station tv campaign for its perfume products. Drive, which ends Dec. 24, has frequency of about 10 ID's per week per market. Agency: Papert, Koenig, Lois Inc., New York. **Keystone Camera Co.,** Boston, spent $250,000 over the past weekend in network tv, magazine, newspaper and dealer cooperative advertising to push Christmas sales of its 8mm home movie equipment. The expenditures were part of a total $1 million fall-Christmas ad campaign. The advertising includes co-sponsorship of *The Tall Man, Maverick, Thriller, Adventures in Paradise* and Sunday afternoon American Football League games.

K&E to move in early '63

Kenyon & Eckhardt will move its world headquarters into the new Pan Am Building, atop Grand Central Station in New York, in early 1963, David Stewart, K&E president, announced at the agency's annual meeting last week. K&E has been located at 247 Park Ave. since its formation in 1929.

Quit taking that beating lying down

THAT'S THE UNEXPECTED ADVICE FRED FORD GIVES BROADCASTERS

Broadcasting should turn its great powers on its many tormentors, "not vindicatively, but in vindication," FCC Commissioner Frederick W. Ford told the Southern California Broadcasters Assn. last week in a strong defense of free enterprise and radio and tv.

For many years, Commissioner Ford said, the radio-tv industry has been the "whipping boy" for other forms of mass media. "These other media assign dozens of writers, some of whom are ill-equipped for the assignment, to ferret out the ills of broadcasting," he said. "I suppose that no media of mass communication . . . has been so consistently attacked by other mass media [as has] broadcasting under the guise of improving their competitor."

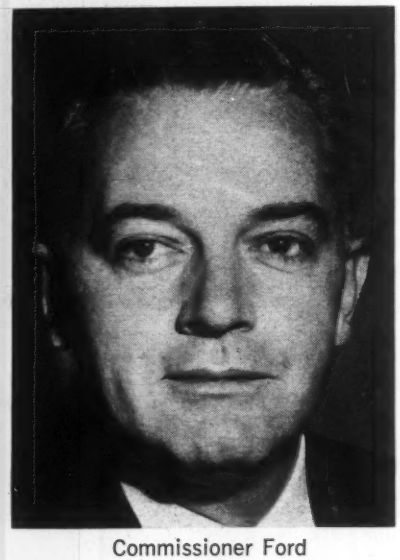
No other form of communication has attained the reputation with the public for accuracy and integrity—even with all its faults—that broadcasting has attained, Commissioner Ford said. "I am at a loss to understand, however, why the power of broadcasting has not been judiciously turned on its tormentors . . . It seems that writers are at liberty to call broadcasting and broadcasters any names they choose, but if one little performer strikes back there is a yell of 'foul'. I see no reason why the power of broadcasting should not be used properly to defend itself. . . ."

Speaking to a SCBA seminar on community leadership at the U. of Southern California Friday (Dec. 1), Commissioner Ford urged broadcasters to possess and cultivate a knowledge of their communities. Broadcasters must have enthusiasm, zeal and loyalty to their localities, he said, along with initiative, imagination, thoroughness and force in advocating improvement. They must have moderation and tolerance, ability, industry and courage. Such broadcasters earn the respect of their community and the FCC through the excellence of their judgment, firmness, kindness and most of all fairness, the former commission chairman said.

"These are qualities I urge you to develop in your program operations. These are the qualities which will make your station a symbol of leadership in your community," he said.

Community Leadership ▪ Commissioner Ford said that there is no other mass media which can compete with the broadcaster in community leadership "if you aggressively seek that leadership. This is true because no other media can simultaneously concentrate the attention of so high a percentage of the population of your community on any given issue."

He urged broadcasters to editorialize, including the expressing of an opinion on political matters. In citing how a station should meet the needs of its community, Commissioner Ford quoted at length from the FCC's 1960 program policy statement (BROADCASTING, July 31, 1960).



Commissioner Ford

"The public should care what opinions your stations hold on public issues . . . and if they don't care you should seek to make them care," he said. "This country can no longer afford to have a sterile broadcasting industry from the point of view of community thought, action and controversy. You have been given a valuable government resource to serve all of the interests of your community and this includes political, social and economic interests as well as entertainment."

Answering the critics of broadcasting who recommend sweeping government intervention, Commissioner Ford made these points:

- Broadcasting should not be additionally taxed by a requirement that politicians be given free time with stations paying electricity, line costs and other incidental expenses. The "enterprising spirit" of the industry in granting free time should not be destroyed by "compulsion." "I do not consider, therefore, this suggestion as being one that should be considered further."
- A citizens' advisory board or a programming expert to advise the commission could not make any worthwhile contribution not now available to the FCC. It would merely confuse an already highly complex regulatory situation.
- It would not be a good idea to establish a "public network" supported by the government "so that people can see and hear what is not popular but what is good. Good from whose point of view—the government's or the proponents of the idea?"
- There is a common disability to those suggestions which would have the FCC allocate certain portions of the day for cultural and educational programs, public issues and local live shows—"namely, a presumption that pre-determination in Washington . . . will produce better programming and protect the public taste." Advocates of such laws assume that all communities needs and wants are the same.
- There is no reason to attempt to impose the magazine concept of advertising on broadcasting. If the business concept of those engaged in broadcasting dictates that the magazine concept would be the best method of presenting advertising messages and serving the public interest, then their judgment should prevail and not that of the government.

"In reviewing these suggestions which have been seriously made I have concluded that they are worthless and could work great harm to our system of broadcasting and its opportunity to mature fully in community leadership and as a thought-provoking media," Commissioner Ford said. "In fact, some of these suggestions pose a real threat, if taken as seriously as they were intended, to the freedom of this media and the public it serves."

WJRT asks dismissal

WJRT (TV) Flint, Mich., last week asked the FCC to dismiss or deny an application by WKNX-TV Saginaw, Mich., a uhf station, for WJRT's ch. 12. WJRT said the two cities are located so near to each other that Lake Huron would be violating FCC overlap and duopoly rules. WKNX-TV also has applied for ch. 11 Alpena, Mich., and, according to WJRT, said it would not press its bid for ch. 12 Flint if it gets ch. 11. This constitutes a "contingent application" which is against commission rules, WJRT said.

The Impresario and all he stands for still exists, although his more glamorous trappings – flowing cape, ebony stick, and silk top hat – are no longer much in evidence. At the CBS Owned Radio Stations his great showmanship goes on: finding and encouraging new talent . . . developing and putting on the exciting kind of shows people tune in to hear.

Take WBBM Radio in Chicago, for example. Every week more than fifty singing stars, musicians and entertainers present 35 live music shows. That means hours of rehearsals every day with a large professional staff of script writers and directors. Enough work and worry to stagger the imagination of the most ambitious impresario. Why bother? Because people know the difference between live and canned, and they want the excitement and fun of *live* entertainment, imaginatively created and presented. They have shown their preference by consistently tuning in to WBBM for live showmanship radio.

Such programing is typical of the *idea radio* you find only on the CBS Owned Radio Stations. It's entertainment for adults – music, clever talk, interesting information. No wonder that the CBS Owned Radio Stations reach *more people* than any other group of stations*. . . and more people who are tuned in to *listen.*

THE CBS OWNED RADIO STATIONS
WBBM CHICAGO, **WCBS** NEW YORK, **WCAU** PHILADELPHIA, **WEEI** BOSTON, **KMOX** ST. LOUIS, **KNX** LOS ANGELES, **KCBS** SAN FRANCISCO.
REPRESENTED BY CBS RADIO SPOT SALES.

*Sources: Pulse Annual, 1960; Sales Management, 1961

Witnesses balk before House Red hunters

QUIZ BASED ON BILL TO RESTRICT RADIO-TV LICENSES

A subcommittee of the House Un-American Activities Committee last week resumed its hearings on alleged infiltration of broadcast station technical positions by Communists. But as in its hearings in October (BROADCASTING, Oct. 30), it ran into a string of witnesses who invoked the Fifth Amendment against self-incrimination in response to questions about alleged Communist Party activities.

The subcommittee, which considers employment of communists as radio or television engineers a "direct threat" to national security, is considering legislation (HR 6) to prohibit the issuance of FCC radio operator's licenses to persons who refuse to answer questions about Communist activities. Under consideration is a proposal to broaden the bill to make it apply to radio station licenses.

The subcommittee sought to establish that all but one of the five witnesses it questioned last week are now or once were radio or television engineers and said that all had been identified by informers as present or former Communist Party members. Many of the questions dealt also with membership in the American Communications Assn., a small union that is bargaining agent for technical employes at some radio and television stations and communications companies. The ACA was expelled from the CIO in 1950 after charges it was Communist-dominated.

Only one of the witnesses conceded he is presently employed as an engineer. He is Jack Bookman, of Orangeburg, N. Y., who said he now works for WPIX (TV) New York and had been employed previously by WHOM New York. In response to questions, he said he is not now a Communist and has not been for nine years. But "prior to that, I refuse to answer," he said. He also said he has been a member of the International Brotherhood of Electrical Workers for 13 years, but would not say whether he had ever belonged to the ACA.

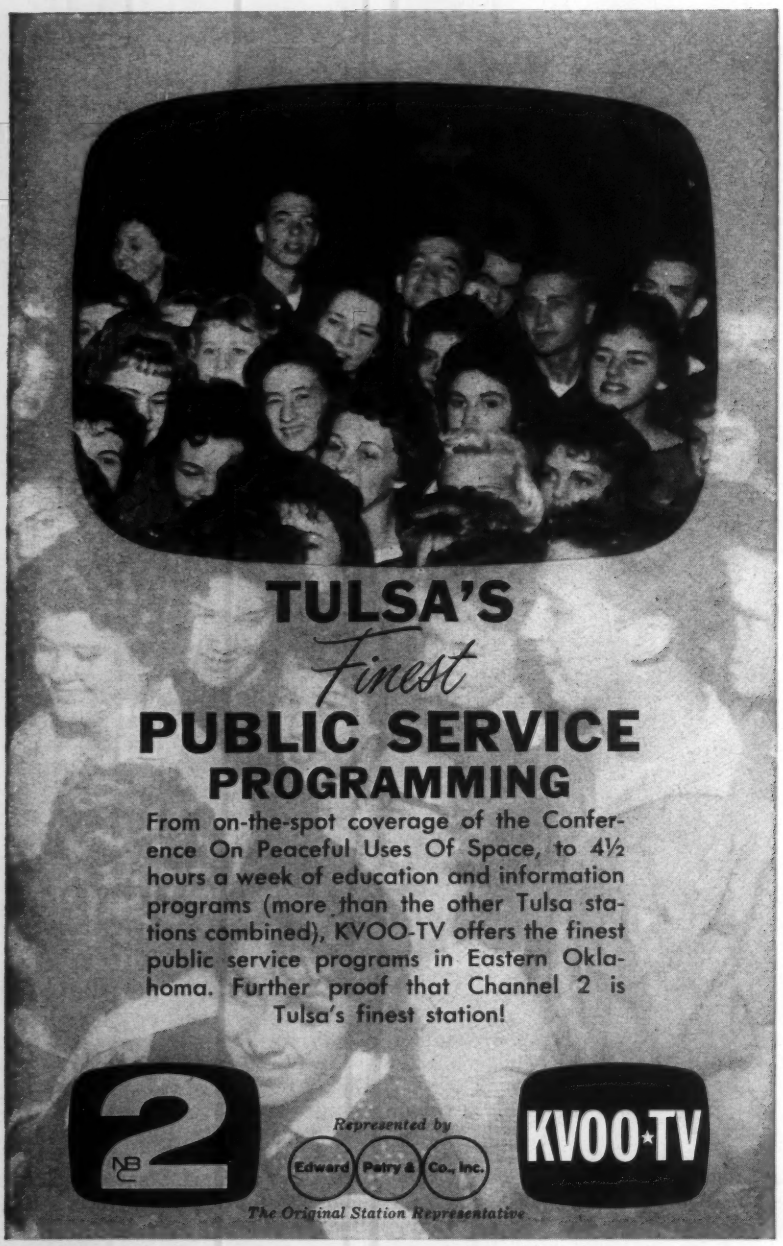
Served at ABC ▪ Another witness, Leonard Lazar, was identified by the subcommittee counsel as an employe of ABC. But although he admitted he had been subpoenaed by the committee at 7 W. 66th St., New York, the network's headquarters, Mr. Lazar would not concede he is employed by the company.

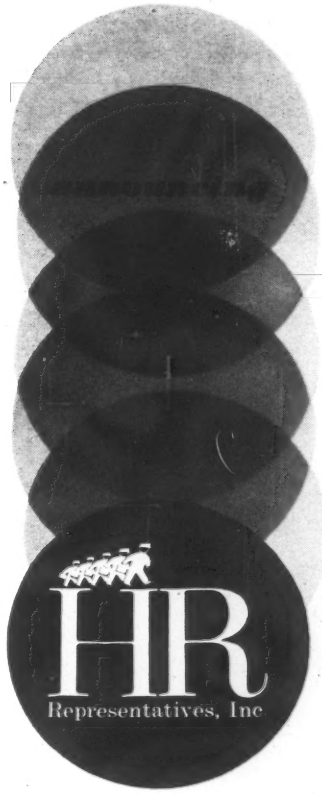
Mr. Lazar's refusal to answer questions on the ground of possible self-incrimination finally caused subcommittee member Rep. Gordon Scherer (R-Ohio) to lose his temper. When Mr. Lazar refused to say what elementary school he had attended, Rep. Scherer said, "That's a prostitution of the Bill of Rights. No wonder people are advocating the abolition of the Fifth Amendment."

But the witness again pleaded the Fifth, contending that answering the question "might lead to unjust criminal prosecution." He said he is not now a Communist, but refused to discuss his politics before that. He also declined comment on subcommittee findings that he was issued FCC radio operator's licenses in 1949 and 1952.

No Longer in Communications ▪ I. H. Sobell of New York said he has worked for WLIB New York and ABC but is no longer in the communications field. He said he had once been licensed by the FCC but does not have a license now. He refused to answer questions about Communist Party activities or ACA membership.

Eugene Seyet of Flushing, N. Y., conceded he was issued an FCC operator's license in 1951 but refused to talk about his employment or alleged


TULSA'S
Finest
PUBLIC SERVICE
PROGRAMMING
From on-the-spot coverage of the Conference On Peaceful Uses Of Space, to 4½ hours a week of education and information programs (more than the other Tulsa stations combined), KVOO-TV offers the finest public service programs in Eastern Oklahoma. Further proof that Channel 2 is Tulsa's finest station!
2
Represented by
Edward Petry & Co., Inc.
KVOO-TV
The Original Station Representative



"The Tri-City
Bi-Station Buy"
covering intimately
Albany
Troy
Schenectady

For the first time a powerful two station combination gives you the quality audience at the lowest cost . . . WROW Albany, the Tri-Cities exclusive good music station owned and operated by Capital Cities Broadcasting Corp. and WSNY Schenectady announce the "Tri-City Bi-Station Buy" and the appointment of H-R Representatives Inc. effective immediately . . . one representative, one buy, but two stations for all of New York's rich capital district.

membership in the Communist Party or the ACA. He said he did not seek renewal of his license when it expired in 1956. He invoked the Fifth Amendment when asked if this was because the FCC had begun issuing questionnaires about Communist party activities to certain license applications.

Charles L. Silverman, who said he has been editor of the ACA *News* since 1937, discussed his editorial and public relations services for the union, but declined to answer any questions relating to Communist Party activities

Kerr offers proposal for satellite firm

Sen. Robert S. Kerr (D-Okla), chairman of the Senate Aeronautical & Space Science Committee, plans to introduce legislation to provide for private ownership of the U.S. portion of the proposed world-wide communications system.

He said last week the bill would limit ownership of the U.S. share to communications carriers approved by the FCC. The bill would create a Satellite Communications Corp. to serve as a common carriers' carrier for international telephone, telegraph and television. It would have an authorized capital stock of $500 million, divided into 5,000 shares, which the participating firms would buy. The corporation would purchase its rockets, launching facilities and other necessary services from the National Aeronautics and Space Administration.

The bill would require the corporation to make its facilities available on a non-discriminatory basis to all carriers approved by the commission, and to offer opportunities for foreign participation, "through ownership or otherwise."

Sen. Kerr's proposal resembles the plan for private ownership submitted by the *Ad Hoc* Carriers Committee appointed by the FCC. That plan, still under consideration, has been criticized by the Justice Dept. and other officials as not meeting the requirements for private ownership laid down by the President (BROADCASTING, Nov. 13).

One difference between the two plans is that the Kerr bill does not provide for government representation on the corporation's board of directors. The non-profit corporation in the committee's plan would have three government directors on the board.

Sen. Kerr, who said his committee will hold hearings on the bill soon after Congress reconvenes Jan. 10, indicated he isn't wedded to his bill. He said it would serve as a starting place," and that the hearings would enable his committee to consult with industry leaders and government officials responsible for developing the program.

UNCLE SAM EYES SANTA

FTC, Tv Code disclose campaigns to prevent slick talk to children in toy advertising

Santa had better come clean this season or he'll be in trouble with the Federal Trade Commission and the NAB Television Code.

Last week the FTC disclosed it is investigating misleading advertising of children's toys in all media.

And the NAB called on advertising agencies to supply toys along with tv commercials so the code authority can check commercial copy with the items being advertised.

The government got into Yuletide merchandising when Daniel J. Murphy, director of the FTC's Bureau of Deceptive Practices, said the agency has alerted its monitors to watch for deceptive or unfair photographic representations of toys in printed advertising and misleading demonstrations of toys on tv.

Robert D. Swezey, NAB code authority director, announced that the New York tv code director, Stockton Helffrich, has asked advertising agencies to forward the actual toys they plan to advertise on tv, noting the difficulty of appraising commercials without a chance to examine the toy at the same time.

Too Far? ▪ Mr. Murphy said: "While most advertising of toys is quite proper, we have received enough complaints from the public to warrant taking a hard look at those toy sellers who would push the Christmas spirit too far. It's one thing to excite a child's imagination and desire for a toy but quite another thing to build him up for a letdown when he gets it."

FTC officials were loath to identify any of the companies under study or the type of advertising under investigation. It was learned, however, that the bulk of the complaints deal with television demonstrations of integrated displays of individual items with the price announcement not specifically identified as the cost of a single item or group of items. Children, it was pointed out, don't understand that a price announcement coupled with an assembly of correlated toys on display applies to individual pieces, not to all.

Among the types of displays under question by the FTC, and all being given heavy exposure on children's tv programs, are cooking, chemical, construction and train sets. Announcements stating that prices "range from" $3 to $5 or the like do not make clear to the child, it is pointed out, that this applies only to individual pieces and not to the entire display.

Since all of the suspected advertising is designed to appeal to children, there's a possibility the FTC may decide the sophistication of the audience must be taken into account by advertisers.

Child's Eye View ▪ Charles A. Sweeny, FTC's head man on radio and tv advertising, observed last week that "if advertising is for children, the commercial continuity must be understood by the children—even though an adult may have no trouble understanding."

He acknowledged that this opens up the possibility that a new philosophy may be aborning at the FTC—namely, that advertising must be understood properly by the audience to which it is aimed.

In discussing the FTC interest in toy advertising, Mr. Murphy pointed out

Moulder may not run for ninth House term

Rep. Morgan Moulder (D-Mo.), chairman of the House Communications Subcommittee, is reported to have decided against seeking re-election in 1962. He is said to feel that the recent redistricting of Missouri has severely damaged his chances for winning an eighth term.

The state is losing one of its 11 House seats, and the new district lines drawn by the legislature separate him from many areas of his former political strength.

Rep. Moulder, a House member since 1949, was the first chairman of the old Oversight Subcommittee that conducted the FCC probe, yielding to chairman Oren Harris. He became the chairman of the Communications Subcommittee, which deals with broadcasting matters, last January. Next ranking Democrat on the subcommittee is Rep. Walter Rogers of Texas.

Rep. Moulder

Rep. Moulder, now home in Camdenton, is expected to issue a formal announcement soon concerning his plans.

"In the studio or on the road, our picture quality is consistently tops—we're ready to shoot anything with RCA TV Tape Equipment. We've used our mobile Recorders under all conditions—yet we get studio-quality pictures every time. Clients rave about the lifelike quality of our tapes!"

"Even at 60 mph we get studio-quality pictures—with RCA TV TAPE!"

—says Henry Alexander, President
VIDEO TAPE UNLIMITED
New York City

The mammoth 40-foot mobile unit pictured here can make studio-quality tapes while traveling at 60 miles per hour. Designed and equipped by RCA for Video Tape Unlimited, it includes four cameras, two TV tape recorders, switching and special effects, and control equipment. Specially-designed platforms at front and rear of the bus carry two cameramen. Cameras also may be set up on the roof so that shooting is possible from any vantage point. Completely self-contained—this mobile unit has everything a well-equipped TV unit should have—including power generator.

Why is RCA equipment the big choice among producers and broadcasters who demand the very best? There are several reasons:

RCA TV Systems are matched—electrically and mechanically. RCA makes it practicable to get everything from a single, reliable source. RCA equipment uses easy-to-find tube types, standard parts. RCA equipment is designed, built, and operated in accordance with proved broadcast procedure. And RCA equipment is backed up by top engineering counsel and service everywhere.

See your RCA Representative or write to RCA, Broadcast and Television Equipment, Dept. C-22, Building 15-5, Camden, N. J.

RCA

The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA

that parents and other adults who buy the presents for children are indirect victims of misleading toy advertising. "Because most children have discovered that Santa Claus often uses parents as his purchasing agents," Mr. Murphy said, "the children believe the parents are responsible if Christmas presents don't measure up to the exciting demonstrations of them on television."

Brief for Buyers ▪ Mr. Murphy listed four precautions to prospective buyers of toys:

(1) In the case of toys consisting of many pieces, make sure that what you are buying is not just a disappointing portion of what has been displayed in advertising or demonstrated on television;

(2) If the toy to be purchased is a mechanical one, either ask to have it demonstrated, or at least assure yourself that it could perform as advertised. Ingenious as the toy may be, it might be less so than the advertising;

(3) In the purchase of a kit of tools or materials (construction, chemical, cooking, etc.) don't be mislead by the "models" displayed or advertised, inasmuch as many of these displays may well have required the contents of more than one kit to assemble a single kit;

(4) Don't hesitate to ask the seller for an explanation of any dubious claims for a toy. Although he may be rushed and annoyed, you still are entitled to know exactly what you're buying.

"In short," Mr. Murphy advised, "don't buy a toy blindly just because your son or daughter has seen a glamorous demonstration of it. The glamor might not be included in the price."

At NAB's New York tv code office Mr. Helffrich said the staff frequently has had difficulty in appraising toy commercials without a chance to examine the item being advertised. He also told advertising agencies the price quoted in a toy commercial is the "going price" in the area where the commercial is televised.

Unfair Glamor ▪ Toy Manufacturers Assn. has endorsed advertising guidelines laid down by NAB's Tv Code Review Board last June in a move to prevent unethical or misleading tv appeals to children (BROADCASTING, June 3). These guidelines cautioned against dramatizations that unfairly glamorize a toy and urged advertisers to avoid oversimplification in presenting a toy's value and price.

Mr. Helffrich reported excellent cooperation from the toy industry. He noted that manufacturers have eliminated from all commercials passing through his office the use of "only" or "just" in quoting the price of toys in excess of a few dollars. Eleven leading toy makers using tv have worked closely with the code office, he said.

As of Nov. 1, Mr. Helffrich said, 97 separate commercials had been evaluated as an aid to stations subscribing to the Tv Code. Of these, four were rejected outright as not meeting the basic objectives of the guidelines and 43 others were revised after communications or meetings with the manufacturers or their agencies. Prior to adoption of the June guidelines 59 commercials had already been produced.

Further efforts are planned by NAB in preparation for 1962. Among the problems are the pointing of pistols at people, loud reports accompanying pictures of cap pistols and the promotion copy of discount houses.

Just how secondary are secondary boycotts?

NLRB DECISIONS OFFER BROADCASTERS LITTLE HOPE

A federal ruling that gives unions more chances to put the secondary-boycott squeeze on sponsors, agencies and the public has confronted broadcasters and the NAB with a legal problem—how to obtain relief from the courts.

Four weeks after issuance of a decision by the National Labor Relations Board in the WOGA Chattanooga, Tenn., case, no way has been found to prevent NLRB from destroying permanently a form of boycott relief provided by Congress in the Landrum-Griffin amendment to the Taft-Hartley act.

In this case (BROADCASTING, Nov. 6), NLRB used a circuitous line of reasoning to show that a broadcast station providing services for an auto dealer thereby becomes one of the producers of the auto, in the intermediate stage and consequently the union is protected in the circulation of "Do Not Patronize" leaflets.

NAB, which was active in NLRB processing of the case, can't file an appeal because it isn't a party in interest. Its role was *amicus curiae*, or friend of the court.

WOGA, call letter used by Middle South Broadcasting Co. when it filed an appeal in 1960, may be eligible, but it's a tricky legal question because Middle South no longer operates the station.

Not a Party ▪ WMOC, the call letters adopted by Dick Broadcasting Inc. when it bought the station after NLRB proceedings had begun, wasn't a party to the events that led to the original complaint against the union. There's doubt, too, as to its right to appeal.

The curious language of NLRB in its ruling that broadcasters are car makers had moved Commissioner Philip Ray Rodgers in his dissenting opinion to note that this production role of broadcasters "will come as something of a surprise not only to WOGA, but to General Motors, Ford, Chrysler and other manufacturers."

If no way can be found to appeal this precedent-making decision—and NLRB construes most of its precedents as sacred—there still is one other possibility.

Due within a few weeks from NLRB is a decision in the case of KXTV (TV) Sacramento, Calif., also a victim of secondary-boycott tactics. Like WOGA, KXTV's position was supported by an NLRB examiner after hearing.

KXTV went to NLRB for relief in November, 1960, when the American Federation of Television & Radio Artists and the National Assn. of Broadcast Employes & Technicians joined in distribution of handbills directed at the station's advertisers. The complaint was filed a year ago by Great Western Broadcasting Corp., a Corinthian station. The NLRB's general counsel obtained a U.S. District Court injunction last Feb. 23 to halt the union tactics. Last May 4 an NLRB examiner held

More than a decade of Constructive Service
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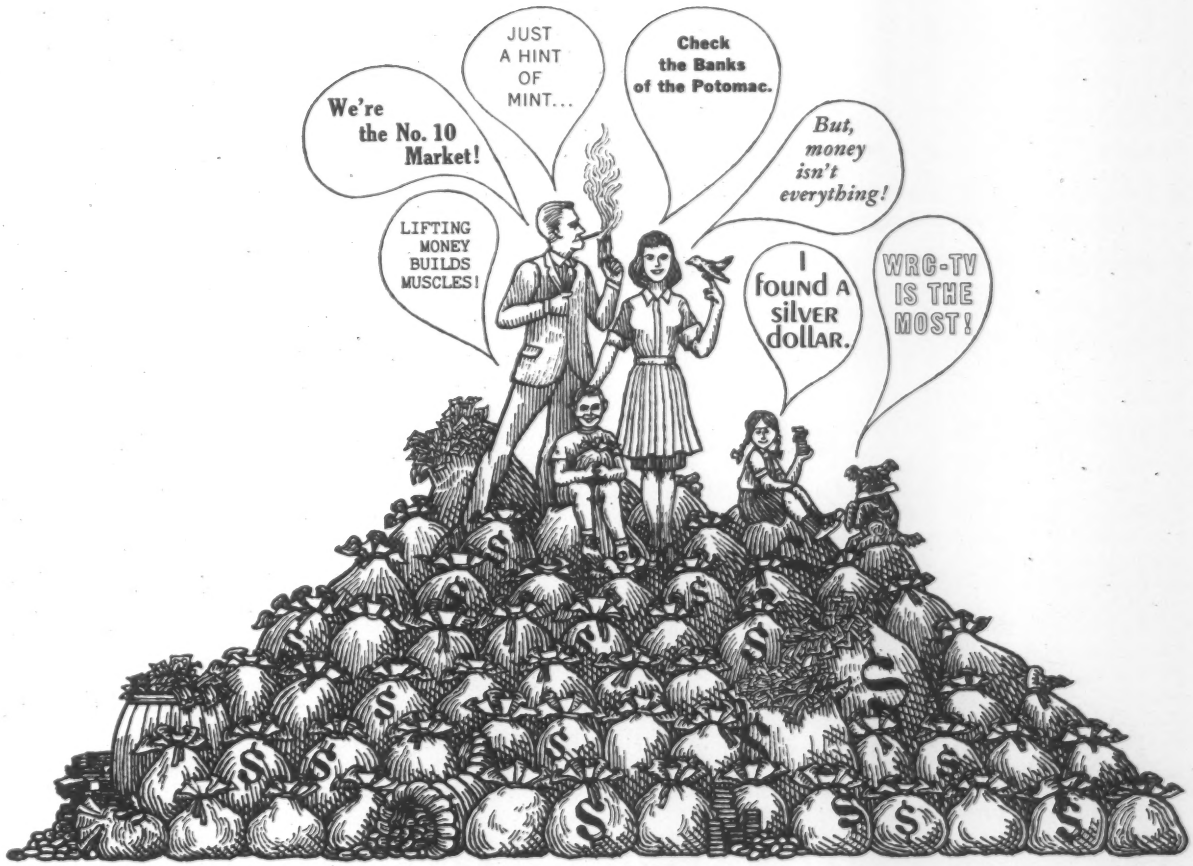

We're the No. 10 Market!
JUST A HINT OF MINT...
Check the Banks of the Potomac.
But, money isn't everything!
LIFTING MONEY BUILDS MUSCLES!
I found A silver dollar.
WRC-TV IS THE MOST!

Much of the nation's capital is in Washington! When it comes to income, families served by WRC-TV earn more per household than those of any other area in the country! Washington is the only metropolitan area in the United States in which all counties (5) rank in the "top ten" for Effective Buying Income per-household. And two of those counties top the list!* All of which means that on WRC-TV you reach the most able-to-buy families in the country. If you want to reach and sell those families, bear in mind that ARB for Oct. '61 reports WRC-TV as first in share of audience and number of homes delivered all week long, from 6:00 P.M. to midnight. What better way to make your advertising most productive? Get your message to the Washington market on WRC-TV... leadership station in the nation's capital.

*Sales Management Survey of Buying Power May 10, 1961

WRC-TV NBC
IN WASHINGTON CHANNEL 4 NBC OWNED
REPRESENTED BY NBC SPOT SALES

both unions had violated the secondary-boycott ban in the labor act.

Should NLRB use the Chattanooga case as a precedent and upset the examiner's decision against the unions, then Corinthian would be in a position to file an appeal to a U. S. court of appeals, it's believed.

NLRB has exclusive jurisdiction in labor disputes. The general counsel decides if the board is to accept or reject a complaint.

FCC refuses to move hearing

Firm in its policy of holding license revocation and renewal hearings in the community a station is licensed to serve, the FCC last week reversed a hearing examiner's ruling permitting KWK St. Louis to present its defense evidence in Washington, D.C., and ordered that the hearing be continued in St. Louis. The station is in a license revocation proceeding on charges of conducting fraudulent contests and making misrepresentations to the commission.

The FCC declared moot the question of whether KWK might present depositions but said if KWK still wishes to take them in light of the hearing site change, it should notify the hearing examiner, who can set a new date.

A WARNING FROM FCC-FTC

Broadcasters' responsibility for advertising copy stressed at Philadelphia meeting

Warnings that the FCC-FTC alliance means business—and possibly some loss of business to certain broadcasters—were issued last week to members of the Television & Radio Advertising Club of Philadelphia by representatives of the agencies and an advertising-oriented attorney.

Richard M. Saul, chief of the FCC Complaints Branch, said he thought most broadcasters would be relieved to know that when they turned down advertising as possibly deceptive that a competitor would carry it only at the risk of losing his license. Moreover, he felt, it would give a broadcaster a good wax to turn down certain copy without offending the advertiser.

A question that the FCC will probably be asking with increasing frequency, according to Mr. Saul: What steps do you follow to satisfy yourself that certain advertising is proper and that the advertiser is reliable and has a good reputation?

If a broadcaster takes reasonable steps to check the veracity of questioned advertising, including the standing of the advertiser, by consulting Better Business Bureaus, the FTC or other sources, and if he investigates listener complaints, his license will not be in danger. But if he leaves all responsibility to the advertiser, ignores actions or litigation pending against an advertiser and merely refers complaints to the advertiser, watch out, Mr. Saul warned.

Dire Prophecy ▪ Morton J. Simon, Philadelphia attorney and author of the Advertising Federation of America's *Advertising Truth Book*, said "No longer can or should anyone connected with the broadcasting industry shrug his shoulders at the intentions of either the FTC or the FCC." He said some stations in the past had taken what they considered "calculated risks" and skirted the limits of deception on commercials. Now, he urged, the situation is sufficiently pressure-laden that broadcasters would do well to monitor even

GOP got biggest contributions from broadcasters—AFL-CIO

Top broadcasting officials who made political contributions of $500 or more in 1960 apparently favored Republicans over Democrats, according to figures compiled by the political wing of the AFL-CIO.

The report, dealing with officials of 328 major U.S. firms, shows that executives of four licensees donated $20,500—most of that from CBS officials—to Republican candidates, and nothing to Democrats. But the report is admittedly incomplete.

The Committee on Political Education (COPE) prefaces its report by noting that it's an updating of a 1956 compilation. It says that persons not listed in that year are not included in the 1960 report. In addition, it says officials making contributions from states other than those in which their home office is located are probably not included.

The report shows that Republican candidates received $13,000 from CBS executives. CBS Board Chairman William S. Paley is said to have donated $7,500; President Frank Stanton and his wife, a total of $3,000; and board members Ralph F. Colin and Joseph A. W. Iglehart, $1,000 and $500 respectively.

COPE was unable to find contributions from officials of ABC or NBC. But it found that Victor Emmanuel, board chairman of AVCO, which owns Crosley Broadcasting Corp., contributed $1,500 to Republicans. Other Crosley officials listed, with their donations to GOP candidates, were Joseph B. Hall, $1,500; and Earl H. Blaik, $1,000.

Other licensees mentioned as contributing to the GOP:

Meredith Publishing Co.—Fred Bohen, $2,500, and Edwin T. Meredith Jr., $1,500.

Storer Broadcasting Co.—Charles V. McAdam, $500.

The report's listing of officials of leading advertising agencies showed Republicans received $17,600 from these sources, and Democrats $3,000 (AT DEADLINE, Nov. 20). The largest single gift was made by Fairfax M. Cone, chairman of Foote, Cone & Belding's executive committee, who donated $5,000 to the Republicans.

Five executives of BBDO gave a total of $4,100 to the Republican party, according to the report. It listed Bruce Barton, board chairman, as giving $1,000; Bernard C. Duffy, vice chairman, $1,100; James R. Schule, vice president and secretary, $1,000; William J. O'Donnell, vice president and assistant to the president, $500; and Herminio Traviesas, vice president and manager of the tv-radio department, $500.

The two top officials of J. Walter Thompson Co. gave the Republicans a total of $3,500. Board Chairman Stanley Resor, $2,500, and Vice Chairman Henry C. Flower, Jr., $1,000.

The remaining $5,000 counted as donated to the Republicans was credited to R. D. Wallace, vice president in charge of marketing planning, Benton & Bowles, $2,000; Theodore L. Bates, honorary chairman of the board, Ted Bates & Co., $1,500; and Sigurd S. Larmon, chairman and chief executive officer, Young & Rubicam, Inc., who contributed $1,500.

Democratic contributors, according to the report, were William Dasheff, senior vice president, Lennen & Newell, $1,500; Draper Daniels, executive vice president, Leo Burnett Co., $1,000; and William W. Mulvey, senior executive vice president, $500.

17 YEARS AGO ON WBNS RADIO

In 1944 family life depended on precious ration stamps. Everything from sugar to gasoline was rationed. WBNS Radio kept Columbus and Central Ohio abreast of OPA.

At least one Central Ohio enterprise was carrying on business almost as usual. Even during war, flowers go right on growing and people keep on appreciating them. Viereck the Florist began using WBNS Radio in 1944, and now, 204 consecutive months later, we're still helping the Viereck business bloom.

No one can evaluate the power of a home town radio station better than a home town businessman. Viereck the Florist will testify that when it comes to making sales grow, Radio Station WBNS has a green, green thumb.

Viereck the Florist in downtown Columbus, Ohio. During the 17 years since Viereck's first WBNS spot announcement, this advertiser has tripled his staff, doubled his floor space, and more than doubled annual sales.

WBNS
COLUMBUS, OHIO

Represented by John Blair & Company

PERSPECTIVE ON THE NEWS

The road to renewal: it isn't routine

FCC TAKING CLOSER LOOKS, ISSUING MORE SHORT-TERM LICENSES

Mention the term "license renewal" to the average station owner or executive and the reaction will be somewhat different today than two years ago.

No longer is a regular three-year renewal considered *pro forma* by either the industry or the FCC. Witness to this fact are the 28 short-term renewals granted in the past year and the approximately 500 renewal applications held up by the commission for reasons ranging from payola to operation in violation of technical rules.

Enforcement is not a new word at the FCC but it is a word with a new meaning to both the agency and the industry. And, in recent months, the commission has gone to great lengths to tell its licensees what is expected in certain areas.

The "new meaning" dates back—in the minds of most broadcasters—to the FCC's payola questionnaire in late 1959 and the formation of a Complaints & Compliance Division in the Broadcast Bureau. The commission soon followed up by asking for—and receiving—congressional authority to fine stations and grant licenses for less than three years.

In July 1960, the FCC issued its "report and statement of policy" detailing the agency's concepts of a broadcaster's obligations in the programming field. This statement was the forerunner of currently outstanding rulemaking revising extensively the required programming information in applications. Several FCC public statements designed to guide licensees have been made since, including the general letter on proposals vs. actual operation which accompanied a short-term renewal for KORD Pasco, Wash. (BROADCASTING, July 17).

Inspections, Letters ▪ Every am, fm and tv station in the U. S. is inspected by the FCC ahead of its license expiration. And, those stations which receive inquiries on their renewal applications have increased materially in recent months. The commission questions contain such phrases as: "It appears" your operation is not in the public interest because of too much entertainment, or too little news, talks, education, religious, or too many spots and commercial interruptions.

Licensees are getting more and more letters from the commission staff regarding complaints against a station even when a renewal application is not pending. Under present practices, the FCC queries an individual station immediately upon receiving a complaint against that station and no longer waits until an application is filed.

The on-the-spot renewal inspections are conducted by the Field Engineering & Monitoring Bureau and its 24 field offices. Before making such an inspection, the FCC men monitor and tape the station involved and compare actual programming against operating logs, although the inspections are primarily of an engineering nature.

Inspections begin in a specific state about 18 months before licenses expire for stations in that state and are usually completed several months ahead of expiration. For example, inspections were completed last summer in Illinois and Wisconsin where licenses expired last Friday (Dec. 1).

When technical and engineering violations are found, the station receives an immediate citation. Programming and other violations are forwarded to the Broadcast Bureau which has jurisdictions in those areas. FEMB also submits complete reports on inspections to the bureau for consideration when

network commercials and exercise judgment on whether they want them on local outlets. It is clearly the right of any broadcaster to refuse advertising any time, he stated.

Mr. Simon said that stations might run into license renewal trouble if they fail to bring to the attention of the FTC any questionable material or claims offered them as commercials which they refuse, even though these claims are not already the subject of FTC action and may never be broadcast. (Mr. Saul, in the question-and-answer period, pointed out that although the FCC "hoped" licensees would do this, failure to do so could hardly be made the basis of the FCC's refusing license renewal.)

Charles A. Sweeny, chief of the food and drug division of the FTC's Bureau of Deceptive Practices—and the man responsible for keeping a watch on radio and tv advertising—said it isn't the FTC that has been changing its mind; it's the ingenuity of American advertising men who continually keep coming up with different approaches in selling products and services.

Mr. Sweeny made reference to a statement made by John W. Burgard, advertising director of Brown & Williamson Tobacco Co., that the greatest menace to advertising today is the "constantly evolving labyrinth of rules and regulations propounded by the Federal Trade Commission. Mr. Burgard made these remarks, and also alleged that the FTC rulings were "capricious," in a talk to the Washington (D.C.) Advertising Club last month.

This is how Mr. Sweeny answered this attack:

"It seems to me we are fighting a purely defensive battle. The advertising profession accepts uniqueness as a watchword. New and different presentations for new and different products appear daily. Many of these are fine and we applaud the ingenuity and the creativity of him who develops a unique means of presenting his product to the public. But when, under the guise of creativity, the merits of the product are distorted, and the public misled, we honor the campaign without more critical attention . . . we are merely applying, to different situations, our one basic rule, that advertising must not be unfair or deceptive."

No Time ▪ Complaints that the FTC's requirement that all details of guarantees be spelled out cannot be met in minute spots on radio or tv were answered by Mr. Sweeny succinctly: Don't use the word "guarantee" unless you can spell out the details. He said: ". . . if there is not time to explain the guarantee and its limitations so that the consumer can know what he is talking about, the word "guarantee" just does not belong in the announcement."

Mr. Sweeny dwelt at length on the methods used by the FTC in checking radio and tv continuity and how questionable advertising on the air is correlated with similar advertising in print media.

Hearing machinery set for three vhf contests

Examiners have been assigned and hearing dates scheduled by the FCC among multiple applicants for newly-assigned vhf channels in Grand Rapids, Mich. and in Rochester and Syracuse, both New York.

The hearing among 11 applicants for

a station's renewal application is being studied.

Violations of a major nature are turned over to the Complaints & Compliance Div. for any further action that is warranted. Contrary to a popular belief, it is not Complaints & Compliance which make the renewal inspection. This office, headed by John Harrington, has been unable to keep up with unsolicited complaints and can call on only 10 professional staffers, including the chief.

A commission spokesman estimated last week that Complaints & Compliance needs double its present staff just to handle matters now in its shop. There are over two dozen "real serious" complaints needing immediate field investigations but there is nobody to assign to them, he said. This is not to mention dozens of others which are handled through correspondence but need closer scrutiny.

No Spot Checks ▪ Mr. Harrington's office has not made any spot pre-renewal investigations since those in Florida a year ago. Originally, such spot investigations were to have been one of the primary purposes of the office but the staff shortage has not permitted completion of this mission, it was pointed out.

Station licenses expire every other month on a geographical basis, by states. For example, no licenses expire in January but coming up Feb. 1, 1962, are all radio, tv and fm stations in Iowa and Missouri. Following is a list of the remaining states with license renewal dates:

April 1, 1962—Minnesota, North Dakota, South Dakota, Montana, Colorado.

June 1—Kansas, Oklahoma, Nebraska.

Aug. 1—Texas.

Oct. 1—Wyoming, Nebraska, Arizona, Utah, New Mexico, Idaho.

Dec. 1—California.

Feb. 1, 1963—Washington, Oregon, Alaska, Hawaii.

April 1—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

June 1—New Jersey, New York.

Aug. 1—Delaware, Pennsylvania.

Oct. 1—Maryland, District of Columbia, Virginia, West Virginia.

Dec. 1—North Carolina, South Carolina.

Feb. 1, 1964—Florida.

April 1—Alabama, Georgia.

June 1—Arkansas, Louisana, Mississippi.

Aug. 1—Tennessee, Kentucky, Indiana.

Oct. 1—Ohio, Michigan.

And coming up again Dec. 1, 1964, are Illinois and Wisconsin.

Those Now Pending ▪ As of the first of October (last breakdown available), there were approximately 500 renewal applications which had been pending at the FCC for over three months—some as long as two years. The largest single number—162—are held up because of technical violations. Failure to provide information requested by the commission has kept 122 stations from being granted a renewal. The information mainly falls into such categories as failure to file an ownership report, incomplete financial information, failure to public local notice that the renewal application had been filed, discrepancies in balance sheet, incomplete program logs and unresolved complaints.

Programming questions have caused the FCC to delay 135 license renewal applications, as of Oct. 1, and another 92 stations were being held up because of payola charges. Twenty-two renewal bids were stalled because of character qualifications and over 70 were facing financial questions. The commission has sent hearing notices to 15 of the stalled renewal bids and 16 others faced antitrust questions. Nine applicants were involved in ex parte matters and seven contain questions of an unauthorized transfer of control.

Petitions to deny renewal had been filed against two of the pending applications and miscellaneous matters were delaying an additional three dozen. Eight fm stations have not been renewed because of simple operations in violation of commission rules. (Note: many of the above applications have been held up for two or more of the listed reasons which accounts for a total well in excess of 500.)

ch. 13 Rochester will begin Feb. 7, 1962, before Hearing Examiner Annie Neal Huntting. A pre-hearing conference has been scheduled for Dec. 27. Rochester applicants include Citizens Tv Corp., Community Broadcasting Inc., Federal Broadcasting System Inc. (WSAY Rochester), Heritage Radio & Tv Broadcasting Inc., Ivy Broadcasting Inc. (also an applicant in Syracuse), Main Broadcast Co., Rochester Broadcasting Corp., Star Tv Inc. and proposed sharetimers Rochester Area Educational Tv Assn. Inc. and Rochester Telecasters Inc. (BROADCASTING, Nov. 20).

Six applicants for ch. 13 Grand Rapids are scheduled to go to hearing Feb. 19 before Examiner Forrest L. McClenning. A prehearing conference will be held Jan. 8. Grand Rapids applicants include Atlas Broadcasting Co. (WMAX-AM-FM Grand Rapids), Grand Broadcasting Co., MKO Broadcasting Corp., Major Tv Co., West Michigan Telecasters Inc. and Peninsular Broadcasting Co. (BROADCASTING, Nov. 27).

Examiner David Kraushaar will conduct a comparative hearing among 10 applicants for ch. 9 Syracuse, beginning Jan. 29 as previously announced (BROADCASTING, Nov. 27). A pre-hearing conference will be held Dec. 19.

Aspirants for ch. 9 include Ivy (owner of WOLF Syracuse and other stations), Veterans Broadcasting Co. (WROC-AM-TV Rochester and 80.5% of KTVE [TV] El Dorado, Ark.), Syracuse Tv Inc. (80% owned by Founders Corp. which is licensee of WFBL Syracuse and other stations), W. R. G. Baker Radio & Tv Corp., Onandaga Broadcasting Co., WAGE Inc., Syracuse Civic Tv Assn., Six Nations Tv Corp., Salt City Broadcasting Corp. (50% owned by the Outlet Co. which owns WJAR-AM-TV Providence), and George P. Hollingbery, station representative (BROADCASTING, Nov. 13).

Doubtful WDXI-TV asks FCC to pass on program

Broadcasters and program producers tread on eggshells when they approach the FCC these days.

Last week WDXI-TV Jackson, Tenn., asked the commission for a "declaratory ruling" that the program *Let's Go to the Races*, produced by Walter Schwimmer Inc., Chicago, is not a lottery. Given such a ruling, station owner Aaron B. Robinson said he will run the program; the producer also seeks assurance because he plans to sell the program to several stations and points out it would be unprofitable in a single market.

WDXI-TV said it was advised by counsel that the program is not a lottery under a 1957 court decision on a similar matter. "However petitioner is mindful that the commission is now reviewing programming very carefully and may not consider itself bound by the doctrine of the [1957] case." The station also pointed out that it is mindful of jail penalties and fines for broadcasting a lottery.

Let's Go to the Races is a half-hour program featuring five horse races filmed at various tracks during the year. During the week preceding the show, viewers pick up cards from local merchants giving numbers for win, place and show in each race. The viewer whose card has numbers corresponding with those of the horses in the show wins a jackpot merchandise prize. The

producer outlined safeguards against advance information on the program leaking out or any violation of the laws set forth by Congress against "quiz rigging." He also emphasized that viewers do not have to purchase anything to get the cards and that it costs them nothing to participate. The program would not violate FCC rules against broadcasting of race information (BROADCASTING, Nov. 27), Producer Schwimmer said, because the races in question would have been run months ago and could not motivate professional gamblers.

'Tic Tac Dough' winners get suspended sentences

Two former winners on the *Tic Tac Dough* program last week received suspended sentences after they pleaded guilty to perjury. Timothy Horan, of White Plains, N.Y., and Joseph Rosner, of New York City, were censured, however, by Special Session Justice Thomas I. Rohan in New York.

The defendants admitted in their pleas that they had lied when they told a grand jury that they had never received any help prior to their appearances on the quiz show. Mr. Horan won $30,400 on the nighttime version of the program and $4,800 on the daytime version. Mr. Rosner had won $1,700 on the day show.

Of the 19 quiz show contestants acted against by the grand jury, four have pleaded guilty and received suspended sentences. One has received youthful-offender treatment by the court. The remaining defendants are scheduled to go to trial Dec. 15.

USIA needs more money, Murrow tells tv audience

Edward R. Murrow, U.S. Information Agency director, is not waiting for congressional appropriations committee hearings next spring to plead for more money for his agency. He told an ABC network television audience Nov. 26 that the $115,500,000 granted his agency for the 1962 fiscal year is insufficient.

That amount, he said, is less than he requested and is about $10 million short of the $125 million the Russians spend yearly to jam the agency's Voice of America radio broadcasts. A single Polaris-missile submarine costs more than the appropriation granted his agency, he said.

Mr. Murrow, former CBS vice president and news commentator, appeared with Adlai E. Stevenson, U.S. Ambassador to the United Nations, on the latter's regular *Adlai Stevenson Reports* program.

LIMIT ON FOREIGN RECORDING SOUGHT

AFM claims heavy losses to Americans in tv

The president of the American Federation of Musicians was ready to ask Congress Friday (Dec. 1) for legislation to protect the television and movie jobs of American musicans from "mechanical wetbacks"—the term he used to describe foreign-made recordings.

In testimony prepared for delivery before the House Subcommittee on the Impact of Imports and Exports on American Employment, Herman Kenin said the foreign recordings were denying American musicians about half the jobs that might otherwise be theirs in television alone.

Mr. Kenin

The subcommittee was set to take testimony from actors' and musicians' unions and movie industry representatives on the "runaway" production of television and movie films by American producers, as well as on the use of foreign-made sound tracks in both media.

Tv and movie star Charlton Heston was scheduled to testify Saturday morning in behalf of the Screen Actors Guild. He is a vice president of that union.

Mr. Kenin, in his prepared statement, asked that Congress either bar imports of the foreign music tracks, or raise the customs charge on them "to make these cut-rate foreign recordings competitive."

Criticizes Producers ▪ He said he didn't deny "an occasional justification" for an overseas production of an American film or the import of "serious music works." But he deplored "the 'fast buck' domestic producers who would destroy a national asset (American music) to enrich themselves."

He said the duty on the foreign tapes is one cent a linear foot and that the approximate cost of recorded foreign music is $40 per minute as against $120 in this country.

Mr. Kenin cited an AFM survey of Hollywood production centers that showed 35 television series, totaling about 1,431 episodes, are now being produced "without a single note of American-made music on their sound tracks."

He said this is costing American musicians 6,465 man jobs and a wage loss of $742,500. He added that of 2,445 musicians available in Hollywood between Nov. 6 and 10 for recording, "only 290 or less than 12% were employed by the booming tv film industry."

He also urged enactment of a bill (HR 9198) introduced in the last session of Congress by Rep. Emanuel Celler (D-N.Y.) that would require the screen labelling of the origin of foreign music in American-made programs.

Deintermixture furor clarified in Madison

Copies of letters from FCC Chairman Newton N. Minow and Commissioner Robert E. Lee clarifying the status of the commission's uhf-vhf deintermixture proceeding were mailed last week to two newspapers in Madison, Wis. Rep. Vernon W. Thomson (R-Wis.) sent the copies with a request that the newspapers print them to clear up misunderstanding he feels exists in the Madison area about the deintermixture proposal, particularly as it affects that city's ch. 3 (WISC-TV).

Rep. Thomson, an opponent of the deintermixture plan, asked for FCC clarification as a result of stories which appeared in the two Madison papers, *Wisconsin State Journal* and *Capital Times*, on Nov. 10. The accounts, based on a speech by Mr. Lee, indicated the deletion of the Madison vhf channel was "a virtually accomplished fact" (BROADCASTING, Nov. 27). Actually, the FCC is several months away from a final determination; Feb. 5 is the deadline for comments on the proposal.

Mr. Minow said "no final or 'virtually' final" decision has been made. He added the deadline for filing comments on the proposal has not expired and that "the ultimate decision will be made on the basis of all information properly before the commission."

Mr. Lee said no inference that the case was virtually settled should have been drawn from his speech; he expressed "regrets" that his remarks apparently had been misinterpreted. He also promised to "give most careful consideration" to all comments filed in the case "before casting my vote in a final determination."

In his letter accompanying the copies, Rep. Thomson asked the two Madison papers to print the entire exchange of correspondence between himself and the FCC. "Only in this way could you do your share in dispelling the misunderstanding which the news stories created," he said.

Both Madison newspapers have broadcasting interests in that city. The *State Journal* is a part of Lee Enterprises, which owns WMTV (TV), a uhf station. The Capital Times Co. owns two-thirds of WIBA-AM-FM. *State Journal* interests hold the remaining one-third interest.

WMAR-TV, the Baltimore station that built "The Port that Built a City and State"!

Baltimoreans – and Marylanders – realize the importance of their Port, since Baltimore was the 2nd Port of the United States in foreign trade tonnage handled in 1960.

Folks here have faith in their Port and the future . . . and they learn of the importance of shipping in their everyday lives through "The Port that Built a City and State" the only show of its type in the United States. Helen Delich Bentley, Maritime Editor, Baltimore Sunpapers, is the originator, producer and hostess of this award-winning weekly series.

Sponsoring the unique program is the following cross-section of leading business firms . . . who believe in the Port of Baltimore's potential . . .

American Export Lines
The Arundel Corporation
Association of Maryland Pilots
Baker-Whiteley Towing Company
Baltimore Gas & Electric Company
Baltimore and Ohio Railroad
Bethlehem Steel Company's Shipbuilding Division
Carling Brewing Company
Consolidated Engineering Company
Curtis Bay Towing Company
First National Bank
Robert C. Herd and Company
R. G. Hobelmann and Company and Harbor Terminals
C. J. Langenfelder and Son
Lavship of Baltimore
The Martin Company
Maryland Port Authority
Maryland Shipbuilding and Drydock Company
McCormick and Company Spices
Ramsay, Scarlett and Company
Rukert Terminals Corporation
Steamship Trade Association of Baltimore
United States Lines Company
Western Maryland Railway Company

This is Viewmanship at its best . . . Salesmanship for the great Port of Baltimore!

IN SALISBURY, MARYLAND

WBOC-TV Channel 16 represented by: The Bolling Company

WBOC-AM 960 kc represented by: Burn-Smith

in the heart of the growing Eastern Shore of Maryland, are affiliated with the Sunpapers of Baltimore and WMAR-TV.

No Wonder—In Maryland Most People Watch

WMAR-TV CBS

Channel 2 • SUNPAPERS TELEVISION, Baltimore 3, Md.

THE KATZ AGENCY, INC.
National Representatives

Special Holiday Rates

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$7.00
EACH ADDITIONAL GIFT—$6.00
Please send 52 issues of BROADCASTING as my gift to:

1 **$7.00**

name _____ title/position _____ occupation required
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____

2 **$13.00**

name _____ title/position _____ occupation required
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____

3 **$19.00**

name _____ title/position _____ occupation required
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____

4 **$25.00**

name _____ title/position _____ occupation required
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____

additional subscriptions may be listed separately at $5.00

all orders will be checked, in the event of duplication you will be notified immediately

MAIL TODAY!

☐ I enclose $ ☐ please bill

name _____
street & number _____
city _____ zone _____ state _____

● **BROADCASTING** Subscription Department • 1735 DeSales St., Washington 6, D. C.

PAPER PROCEEDING

Witnesses submit affidavits in Jacksonville ch. 12 case

Testimony by some two dozen witnesses was placed in the record of an FCC rehearing of the Jacksonville, Fla., ch. 12 case last week—but none of the witnesses was present to testify in person.

In a 1½-hour session, Chief Hearing Examiner James D. Cunningham accepted affidavits in lieu of personal appearances from various persons mentioned in earlier testimony (BROADCASTING, Oct. 23). The commission ordered a rehearing of the 1956 grant of ch. 12 to Florida-Georgia Tv Co. (WFGA-TV) on charges that *ex parte* contacts with the FCC were made on behalf of all three applicants for the tv station. The other two parties were Jacksonville Broadcasting Co. and the City of Jacksonville (WJAX), which is no longer an applicant for ch. 12.

Many of the affidavits submitted last week centered around the activities of the Right Rev. Maurice S. Sheehy and James Stockton, president of Jacksonville Broadcasting. Monsignor Sheehy, a former Navy chaplain in Jacksonville, said that he helped Florida-Georgia get Naval clearance for a proposed 1,000-foot tower at the request of Lester Foley (BROADCASTING, Oct. 16). He also said that he attempted to interest Florida-Georgia principals and Mr. Stockton in working out a merger of their applications.

"I did not consider the assistance I endeavored to give as taking sides in this matter," he said in describing the ch. 12 case as "a rather trivial incident in my life." Monsignor Sheehy said he never talked to any member of the FCC about Jacksonville ch. 12 before the case was decided.

Fred H. Kent, a Florida attorney for Jacksonville Broadcasting, stated in an affidavit that Monsignor Sheehy had told him (Kent) that he (Sheehy) was "trying to help Les [Foley] and some associates get a license to operate a tv station in Jacksonville." (Mr. Foley is not a principal in Florida-Georgia application and earlier testified his only participation was in helping obtain tower clearance.)

Stockton Moves ▪ Mr. Stockton said that he heard rumors—after Jacksonville Broadcasting had been favored in an initial decision and FCC preliminary instructions to its staff—that Florida-Georgia would get the ch. 12 grant for political reasons. He said that after July 1, 1956, "I did everything I could to find out what was going on at the commission and . . . I talked to any and everyone I thought would be help-

456 homes destroyed. 14,150 acres of watershed in ashes. The recent Bel Air fire was the most disastrous in Southern California's history. A KMPC helicopter pilot spotted the first curl of smoke at 8:15 in the morning. Within two minutes KMPC News had alerted the city and county fire departments. KMPC listeners learned of the fire seconds later. Without this early warning many hillside residents might have been trapped by flames that raced a 55-mile wind.

KMPC's news fleet, two helicopters and four ground units, followed the fire from initial puff to final ember. The story took the station's newsmen into blazing canyons, over smoke-clouded ridges. Listeners heard the snap of burning brush, the anxious voices of people driven from their homes. They heard it all. Still, there was something they did not hear. To bring listeners continuous coverage, the station cancelled all commercial announcements.

Golden West Broadcasters • KMPC *Los Angeles* • KSFO *San Francisco-Oakland* • KVI *Seattle-Tacoma* • Represented by AM Radio Sales Company

ful to me in persuading the commission not to allow outside and off-the-record political influence or representation . . ." to influence the decision.

He said that five outside persons were employed in this connection and were paid by Jacksonville Broadcasting. "I do not know whether my indirect attempts to so influence the commission resulted in a direct attempt by others to so influence the commission," Mr. Stockton said. "There is nothing that I did in connection with this application which I would not do over again under the circumstances."

Also entered in the record were several letters from Mitchell Wolfson, president of Wometco enterprises, which owns 47.5% of WFGA-TV, to Sen. Spessard Holland (D-Fla.) In the letters, Mr. Wolfson sought the senator's support in getting military clearance for Florida-Georgia's proposed 1,000-ft. tower.

Following last Thursday's session, Examiner Cunningham adjourned the hearing until Dec. 15.

Senators to see film prepared by WTVJ

WTVJ (TV) Miami has prepared a documentary on Cuban refugees in that city which it will screen Thursday for a select audience—the Senate Subcommittee on Refugees and Escapees—in Washington.

The subcommittee, which is considering proposals to aid Cubans who have fled to Miami by the thousands, will also take testimony from two WTVJ newsmen—Ralph Renick, vice president in charge of news, and Manolo Reyes, Latin news editor.

The newsmen plan to shoot scenes in the committee room which will be incorporated with highlights from the Cuban refugee documentary in a special program "FYI—The Senate Looks at Miami's Cubans," for showing over the Miami station on Dec. 14.

More time for drop-in comments

The FCC Thursday gave an eleventh-hour reprieve to parties wishing to comment on the commission's plan to add vhf channels at substandard spacing in eight markets. Comments were due today (Dec. 4) and the commission had previously denied petitions to extend the deadline.

On its own motion, the FCC pushed back the deadline for comments to Feb. 5, 1962, and replies from Jan. 8 to March 9. Reason given for the decision was to make the date coincide with the due date for "closely related proceedings" on fostering growth of uhf and deleting single vhf channels from markets with uhf channels in eight areas. Commissioner John S. Cross dissented.

Markets where the FCC proposes to add short-spaced vhf channels are Oklahoma City, Johnstown, Pa.; Baton Rouge, La., Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C.

KHMA (TV) Houma, La., last week asked the FCC to shift its ch. 11 facility to Baton Rouge at spacing shorter that standard minimum immediately, without waiting for termination of the drop-in rulemaking.

Requests from Sangamon Valley Tv Corp., Sen. Everett M. Dirksen and the State of Illinois to defer comments due today on deintermixture of Springfield, Ill., thus putting it on a common timetable with other deintermixture comments (BROADCASTING, Nov. 27), were denied by the FCC Thursday. The commission said it is not required to tie the Springfield remand case to the new deintermixture proceedings and that it is persuaded that delay "would not serve the public interest in view of the unusual nature of the case, including the circumstance that the early institution of a second local tv service to Terre Haute, Ind., turns on the disposition" of ch. 2 Springfield. The channel is currently assigned to KTVI (TV) St. Louis but the proceeding was remanded to the FCC by the Court of Appeals for exploration of alleged *ex parte* activities. The FCC said it felt it had given ample time for preparation of comments in the Springfield case, including an earlier extension, since the Sept. 11 release ordering a new hearing.

THE MEDIA

The farm director: an essential breed

GOOD ONES KNOW PRODUCTS FARMERS USE, NATRFD TOLD

The successful radio or tv farm director is a business specialist in agriculture who knows his products and audience so well he can match the service qualities of one with the economic and cultural or comfort needs of the other more effectively than is possible through other media.

In summary, that is the message farm directors heard repeated by broadcaster panels and advertiser and agency speakers during the 18th annual convention of the National Assn. of Television & Radio Farm Directors in Chicago Nov. 24-26. The meeting was followed Nov. 27 by a special farm sales promotion luncheon for agricultural agency and advertiser representatives in the Midwest.

The NATRFD convention was timed to permit farm director delegates to cover the International Livestock Exposition and National 4-H Club Congress in Chicago and to send tapes and films to their stations for immediate airing. They got lots of help. For example, Aubrey, Finlay, Marley & Hodgson, a Chicago agency heavy in "ag-vertising," sent hundreds of interview tapes to stations in behalf of one client, International Harvester.

Bob Palmer, media supervisor of Cunningham & Walsh, New York, told the NATRFD the basic questions the agency asks when it selects the farm director and station on which it plans to place an account. First is whether the farm director appreciates the value of his advertisers, he said.

"The advertiser is the guy who keeps us in business," Mr. Palmer said, "and we want to make sure that the farm director realizes it and works to see that the advertising gets the greatest possible mileage."

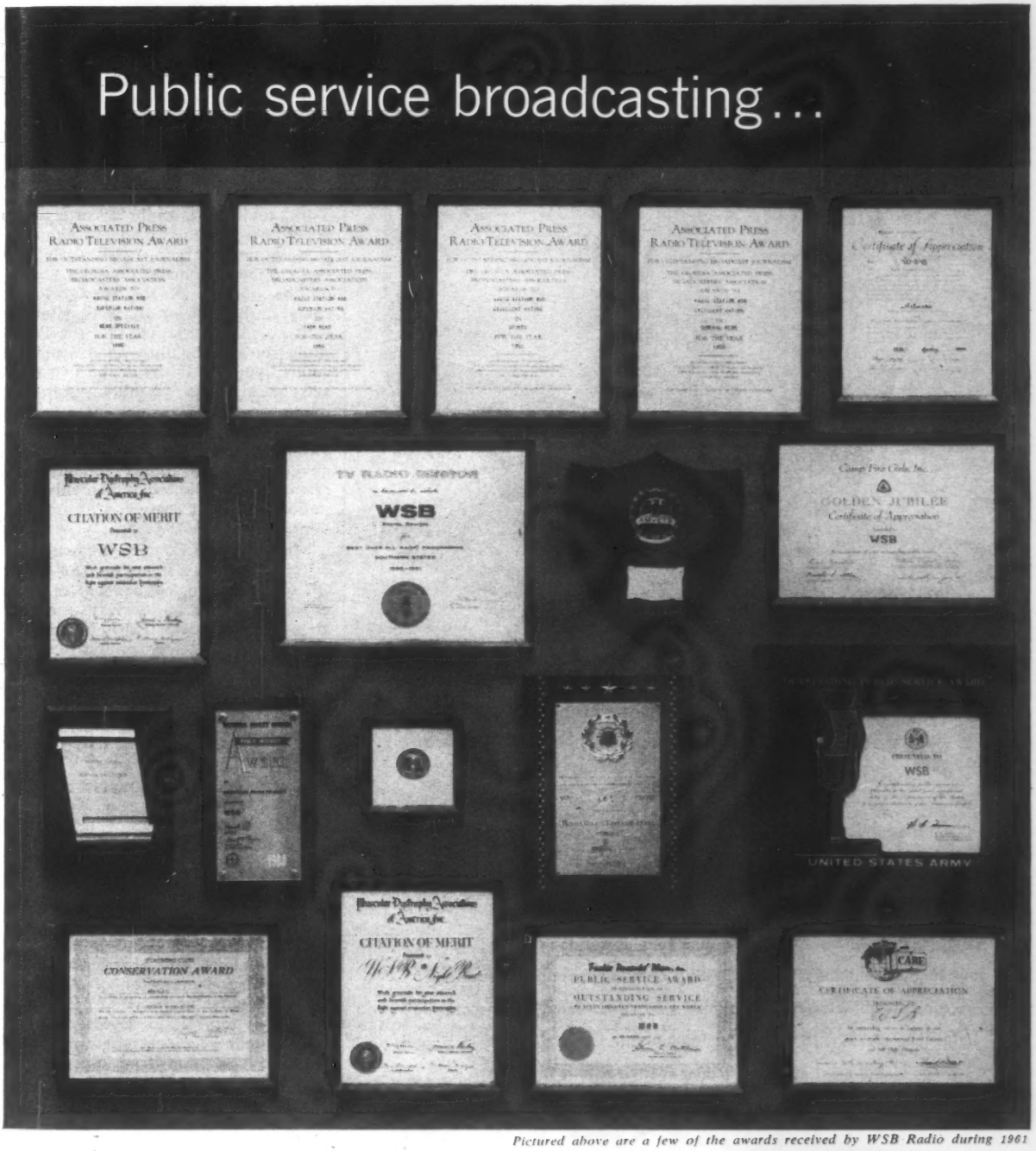
Awareness ▪ Mr. Palmer explained that C&W also wants to know if the station management appreciates and understands the value of its farm department. "We feel that no business can operate successfully unless it is aware of all facets of its business," he said.

Dixon L. Harper, farm radio-tv director of Aubrey, Finlay, Marley & Hodgson, said the ideal farm director can be summed up in two words: "he knows" — knows himself and his strength or weakness and how to use both to the advantage of those he serves. He also knows his community, his customer, his market or territory and his responsibilities, Mr. Harper said.

The farm director's "customer" is both the listener and the sponsor, Mr. Harper observed, and he must understand both sufficiently well enough to serve them each in their respective needs. He should know the product well enough to be able to suggest new ideas, Mr. Harper said, and he knows his competition too.

Mr. Harper recalled the marketing assistance farm directors have given to International Harvester but noted that a few still have failed to answer a vital questionnaire on local product reaction

Public service broadcasting...



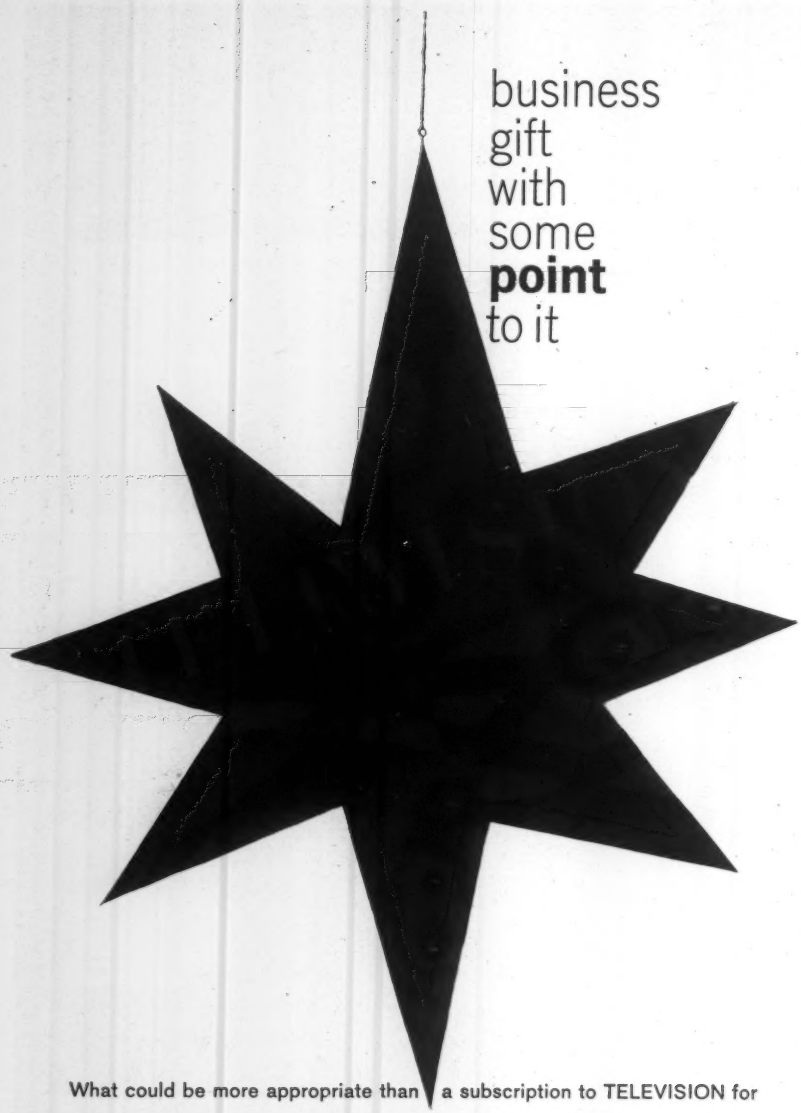
Pictured above are a few of the awards received by WSB Radio during 1961

There's always something worthwhile to be done in Atlanta, and WSB Radio is always there. Whether it's in the interest of public safety, vital news, community projects or education, WSB Radio is synonymous with public service in the minds of listeners. This is the kind of programming that has won national and regional awards. and has built a vast loyal audience for WSB Radio.

ATLANTA'S wsb radio

Represented by Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.



What could be more appropriate than a subscription to TELEVISION for your clients in the industry. TELEVISION probes beneath the surface of topical subjects—discusses the inside news—examines the outside influences. TELEVISION is thoughtfully edited, magnificently designed—the most elegantly distinctive book in its field.

TELEVISION

444 Madison Ave., New York 22, N. Y.

SUBSCRIPTION ORDER

☐ Please send me a year of TELEVISION at special introductory rate of $3.00.

☐ OR, I'll take advantage of the TWO YEAR money-saving rate of $5.00.

☐ I enclose $_____.

☐ Bill me later.

NAME_____TITLE/POSITION_____

COMPANY NAME_____

ADDRESS_____

CITY_____ZONE_____STATE_____

PLEASE SEND TO HOME ADDRESS:_____

that was sent out in August. "We can't live in each station's coverage area 12 months of the year," he said, "and seasons vary, local equipment model preferences vary. We need guidance from someone who knows the territory."

Phil Flannagan, general sales manager of Henry I. Christal Co., New York, told the farm broadcasters and advertisers that their audience influence is really much larger—by 100 per cent—than they normally consider, based on the findings of the special Politz study in five major markets (BROADCASTING, Aug. 28). He said the Politz study showed slightly over 1.7 million adults living on farms in the five markets, but a total of 3.5 million expressed interest in farm programming.

"The study shows that there is a greater opportunity for the development and appreciation of quality programming in radio today than either the station or the advertiser is aware," he said.

More Prestige ▪ James M. Patterson, director of public relations, American Oil Co., Chicago, pointed out that the growing prestige of the farm director, his personal participation in community affairs and public service, plus the large audience he reaches, are very important to the advertiser. He noted that farmers are the largest single group of petroleum users and the oil firms have staff specialists geared to serve this market.

Howard C. Tuttle, public relations manager, Ford Motor Co. Tractor & Implement Division, also stressed the importance of the work of the farm director in correcting the mistaken public image of the subsidized farmer. He felt this can be done effectively if farm broadcasters cooperate more closely with the industry's efforts in this area.

Local Effect ▪ Richard L. Kathe, public relations director of American Feed Manufacturers Assn., felt that since it is difficult to develop any national public relations program for agriculture it becomes more important for the farm broadcaster to develop an effective local program. He emphasized the need for professionally trained workers in public relations and communication.

Farm broadcasters must not underestimate the national importance of their role in correcting false public images, especially about agriculture, according to Henry J. Andreas, chairman of the California Raisin Advisory Board and a member of President Kennedy's Agricultural Advisory Commission. He said that since the city listener or viewer does not seek out information on farm problems, "the information must seek them."

The urgency of telling the farm problem to the public also was emphasized

by Dr. John A. King, manager of research and development, American Cyanamid Co. Agriculture Division. "The combination of less farmland, fewer people on the farm, tremendous population growth and the growing shortage of agricultural specialists could turn out to be a loaded gun held against our national future," he warned.

Farm Advertising ▪ For those stations with farm departments, the average income from farm advertisers totals 28% of total station revenue in radio and 24% in television, a survey report by Wilbur Levering, WIBW-AM-TV Topeka, Kan., disclosed. The study was based on a response of 80 questionnaires from 200 farm directors sampled. All were NATRFD members. The average number of people in these farm departments was 1.46.

The study also found that as a result of farm mechanization the farmer is getting up later these days, so farm programs are shifting, too. Most programs range in the 5:30-7:30 a.m. period and the 11:50 a.m.-1 p.m. period, the study showed, and a few are in the 6-6:30 p.m. spot. All but 4% of the farm directors deliver the sponsor's message in person. The study also disclosed that 19% of the farm directors sell their own accounts, carrying rate cards and signing contracts. Another 72% help the salesman directly in this selling job, but they do not personally carry rate cards or sign contracts.

Hugh Ferguson, WCAU Philadelphia, related the success of a public service campaign which aided not only the listener but also an entire product industry, local retailers and other sponsors too. Last August for a week he aired an "Eggs 'Round the Clock" promotion with brief features every hour on how to use eggs in various ways for meals or snacks at all hours. Robert E. Caskey of the Poultry & Egg National Board, Chicago, said the WCAU promotion resulted in "a very significant increase in sales at the retail level." PENB is following up by expanding the idea nationally with a script kit quarterly to stations starting next February. The tie-in value with other products is unusually high, they noted.

Results ▪ According to reports from agency circles Tuesday, the NARTFD sales promotion luncheon on Monday for agency and advertiser guests produced immediate reaction. Agency spokesmen said the presentation awakened new interest on the part of farm advertisers and exploration of availabilities began in behalf of several broadcast advertising accounts. The Monday presentation featured Henry Clay, executive vice president of KWKH Shreveport, La., and KTHS Little Rock, Ark.; Fred Rupp, sales manager of Granite City Steel, and Orion Samuelson, WGN Chicago, with Bruce Davies, KFAB Omaha, as moderator.

Mr. Clay said a station in a farm area can't possibly be "above average" without a farm service director. He said that from his personal experience in station management he has learned that the farm director is more important than a women's director or sports director. Farm problems are very complex, he noted, and therefore the station must have an expert in all phases of agriculture. Advertisers, too, pay greater attention to the calibre of the farm director and the impact he makes on his audience, Mr. Clay said.

WTIC-AM-FM-TV dedicates $2.3 million home

The latest in construction innovations and architectural design are featured in Broadcast House, the new home of WTIC-AM-FM-TV in Hartford, Conn.

The $2.3 million building, dedicated last Monday, contains 80,000 square feet, of which 12,000 are actual operating area for WTIC. Designed to take advantage of the new "lift slab" method of construction by architects Fulmer & Bowers and builder Lewis C. Bowers, the building incorporates a pyramid design in its roof and cantilevered canopy over the first-floor entrance.

The building contains 98 reinforced prefabricated panels which were lifted by cranes and placed vertically on Broadcast House, forming both inside and outside walls in one operation.

Highlight of the dedication ceremonies was the performance of a symphonic suite, commissioned by WTIC for the occasion. "The Broadcaster" by Robert Maxwell, harpist and composer of "Ebb Tide" and former staff musician at WTIC, was performed by the station's former staff orchestra, which held a reunion during the dedication.

Network control feared by Bartley

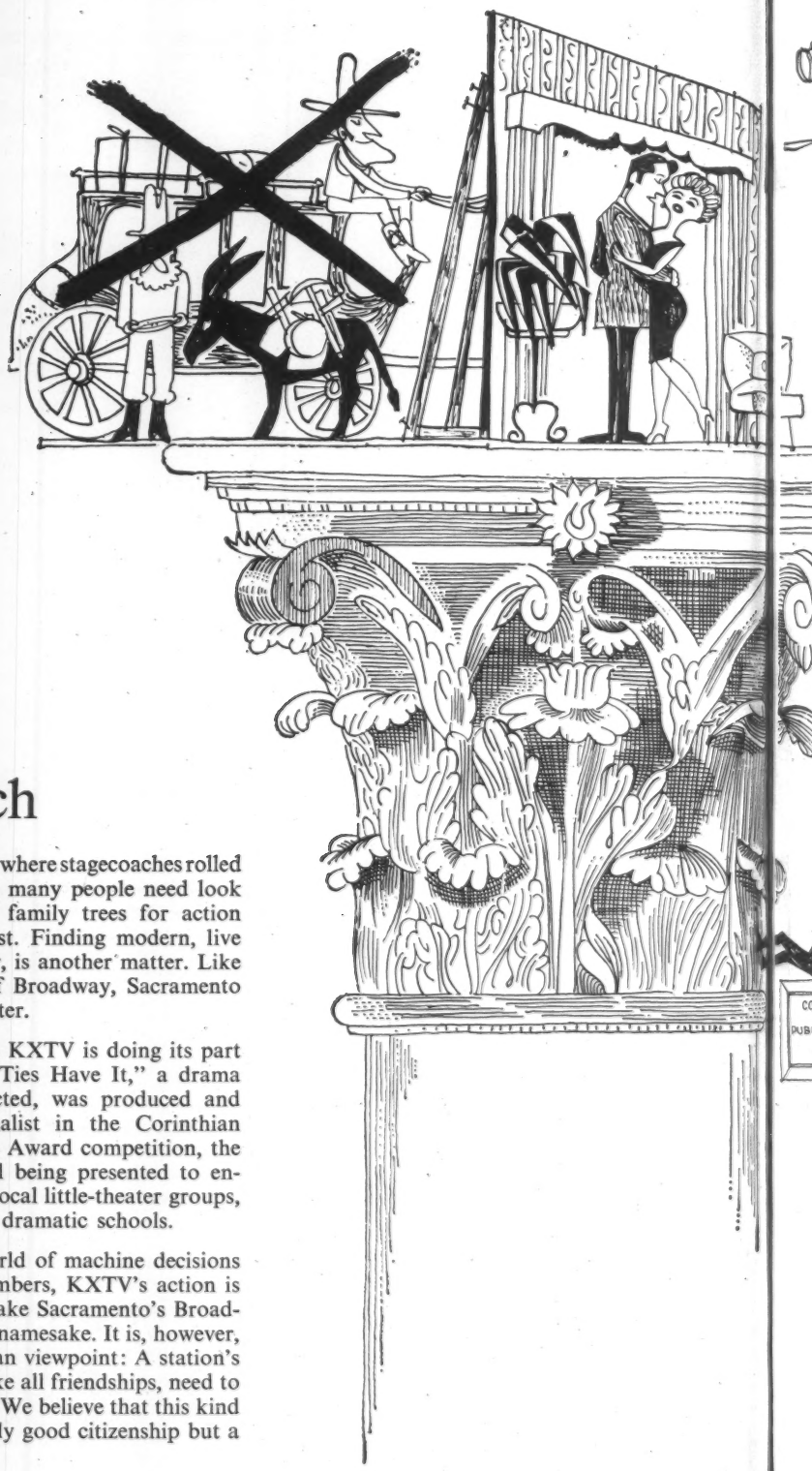
Broadcasters should guard their local autonomy jealously and not surrender it to networks lest the government step in, FCC Commissioner Robert T. Bartley warned the Arizona Broadcasters Assn. at Apache Junction, Ariz., last week.

"The farther away programming determination is from the local licensees, the farther away from the public it is," Commissioner Bartley said. What the licensee does will determine whether tv retains its freedom or whether control "gravitates via network headquarters, out to Hollywood, back to Madison Avenue, down to Wall Street and thence, ultimately to Washington, D. C."

The commissioner defended the FCC against charges of censorship, holding that the agency does not exercise day-by-day advance control of program content. The U. S. Supreme Court has held that denial of a broadcast license does not in itself constitute censorship. He said he is a firm believer in self-restraint by the broadcasting industry and self-regulation in programming practices. He added that he feels certain areas exist in which the FCC has an "affirmative duty" to see that the Communications Act is not violated.

Commissioner Bartley urged broadcasters to editorialize but emphasized the "fairness doctrine" governing such broadcasts. He said that "news-slanting" by licensees is an abuse which should not be condoned by the commission under any circumstances.

This week Commissioner Bartley, in his capacity as defense commissioner, will attend the National Security Seminar in Las Vegas, Nev., conducted by the Industrial College of the Armed Forces.



Western Without Stagecoach

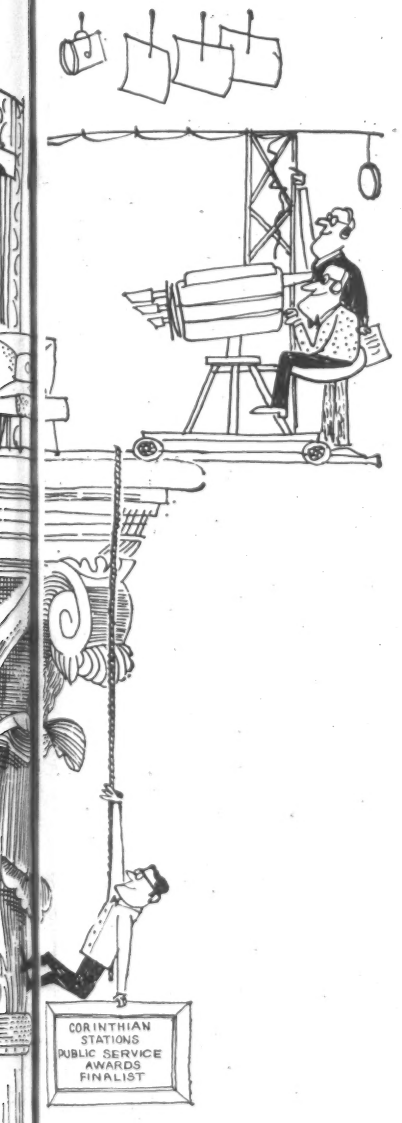
In the Sacramento area, where stagecoaches rolled and gold once rushed, many people need look no further than their family trees for action stories of the Old West. Finding modern, live dramatic fare, however, is another matter. Like so many areas west of Broadway, Sacramento has very little live theater.

Corinthian station KXTV is doing its part to remedy this. "The Ties Have It," a drama locally written and acted, was produced and aired by KXTV. Finalist in the Corinthian Stations Public Service Award competition, the show is one of several being presented to encourage local writing, local little-theater groups, local talent, and local dramatic schools.

In a computer world of machine decisions and hot pursuit of numbers, KXTV's action is hardly calculated to make Sacramento's Broadway replace its eastern namesake. It is, however, typical of the Corinthian viewpoint: A station's ties to a community, like all friendships, need to be kept in good repair. We believe that this kind of originality is not only good citizenship but a sales virtue as well.

Responsibility in Broadcasting

THE CORINTHIAN



CBS **KOTV** TULSA

CBS **KHOU-TV** HOUSTON

CBS **KXTV** SACRAMENTO

CBS **WANE-TV** FORT WAYNE

CBS **WISH-TV** INDIANAPOLIS

WANE-AM FORT WAYNE

WISH-AM INDIANAPOLIS

Represented by H-R

STATIONS

WHAT'S RADIO ABOUT?

It's time for FCC study to reacquaint itself—Cox

An examination-in-depth of the radio industry and current FCC rules governing radio may be undertaken in the near future by the commission, according to the agency's Broadcast Bureau Chief Kenneth Cox.

Addressing the Oregon Assn. of Broadcasters, Mr. Cox said the FCC has become so engrossed in the paramount problems of television that "it has failed to maintain its expertise as to radio broadcasting." Therefore, he said, when the commission finalizes its current program and logging rulemaking "it seems to me . . . we might embark upon a very informal proceeding looking toward updating the commission's information on radio and what it is all about."

Mr. Cox proposed that such an inquiry would not be a normal rulemaking proceeding in that no new rules would be proposed at the outset. "It would, of course, be possible that as an end result of this sort of thing we might come to some revision of the rules, or it might be simply that the commission would then proceed to apply, enforce and interpret the rules with a little more intelligence in the light of current conditions."

Among questions the FCC might pose in such a proceeding, he said, would be: What does the licensee consider the role or function of his station? What is the proper role of the network in radio? Is there room in radio today for comedy, drama and serious discussion of public affairs? "Or must talk be kept to not more than two or three minutes at a time on the theory that if the spoken word lasts longer than that you're going to lose your audience?" Sources of programming available to radio stations?

Also, is the claim that radio stations serve as an outlet for local self-expression "an actuality or simply a pious phrase which is used at time of application?" What is the importance of radio to the various sources of advertising revenue?

Four FCC members make WUHF operation official

WUHF (TV) New York, an experimental uhf station which has been operating for several weeks, was formally dedicated last Wednesday (Nov. 29) with four members of the FCC in attendance. The FCC provided $2 million for the experiment to determine if a uhf signal can serve a so-called "canyon city" as effectively as a vhf signal.

FCC Chairman Newton N. Minow, who threw the switch that put the station formally on the air, later told a news conference the FCC intends to turn the station over to New York City if uhf is found to be technically satisfactory. The city's Municipal Broadcasting System is operating the station on a 14 hours-a-day basis, with programming largely provided by commercial outlets in New York. Mr. Minow said he believes tests of reception, currently under way, could establish by the end of 1962 if uhf is workable in New York.

Other FCC members who attended the ceremonies were Robert E. Lee, Rosel H. Hyde and John S. Cross. Mayor Robert F. Wagner of New York, who was unable to attend the event, issued a statement expressing hope the city would assume operation of ch. 31 before the end of 1962.

Commissioner Lee estimated there are 78,000 uhf receivers in New York City. He noted the FCC had purchased 100 uhf sets for the experiment and is installing them in homes in the area for periods of a week to ten days. Commission engineers, he said, will check reception during these test installations.

Madow rating report subject for panel

Broadcast ratings will be one of the subjects for discussion at the 121st annual meeting of the American Statistical Assn. in New York, Dec. 27-30. A panel discussion session will be given over to consideration of the report on the subject from the ASA's Technical Committee on Broadcast Ratings.

The panel will be chaired by Andrew Stevenson, advisor to the House Interstate and Foreign Commerce Committee, and will include: William G. Madow, Stanford Research Institute, Menlo Park, Calif., and chairman of the reporting ASA committee; Raymond J. Jessen of C-E-I-R Inc., a member of the committee on broadcast ratings; Hyman H. Goldin, FCC economist, and representatives from the rating services, networks, and agencies.

Ballot recount shows KPRC stations correct

The Houston City Council declared Earl M. Pruitt a winner in the District B council election after a recount. The recount was ordered after conflicting findings in an earlier count were reported by KPRC-AM-FM-TV Houston and the *Houston Post*.

The stations last week claimed that while others declared H. H. Ricker the winner by a narrow margin, tabulations by the KPRC stations and the *Post* indicated a discrepancy and that Mr. Pruitt actually had won.

Subsequently, the recount of official vote showed the KPRC-*Post* tally to be correct.

WESTERN ELECTRIC

MARKER BUOYS indicate the path of a MILS submarine cable as it is pulled from the cable-laying ship. These are the cables that link MILS shore stations to outlying underwater networks of hydrophones.

AND MILS (MISSILE IMPACT LOCATING SYSTEM)

Listening, thousands of miles beyond the coasts of the United States, are the sensitive ears of MILS: the system that hears the ocean impact of missiles, satellites, and nose cones and determines their exact location.

Early in 1956, Western Electric and Bell Telephone Laboratories – because of their long and diverse experience in designing and building communications systems for the Bell System and the Government – were selected for the unusually difficult MILS project.

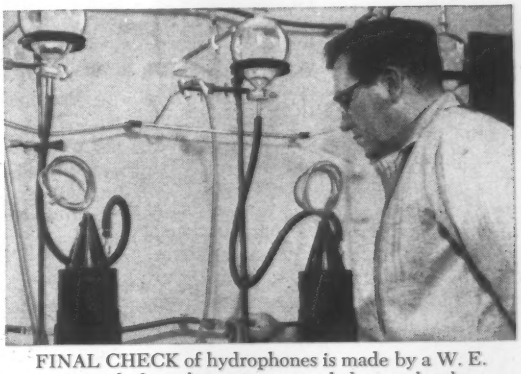
MILS is built around a number of strategically-placed hydrophones (underwater sound receivers), connected through range stations to a control center. The approximate area of a missile impact is determined by those hydrophones which hear the object hit the water. The exact point of impact is then calculated by electronic computers at Cape Canaveral, Florida, or Point Mugu, California – East and West Coast MILS headquarters – from the hydrophone information.

After the basic design of MILS had been developed by Bell Laboratories, Western Electric, as prime contractor, was called upon to apply its experience in submarine cable engineering, oceanography, hydrography and acoustical physics. Installation of the necessary cable and hydrophones was accomplished through the joint efforts of Western Electric's Military Engineering Service and the U. S. Navy.

The success of MILS was possible only because of the coordinated efforts of the Navy, the Bell Telephone System, and hundreds of suppliers and subcontractors. Western Electric is proud to have been selected for this communications project – so vital to our nation's missile and space programs.

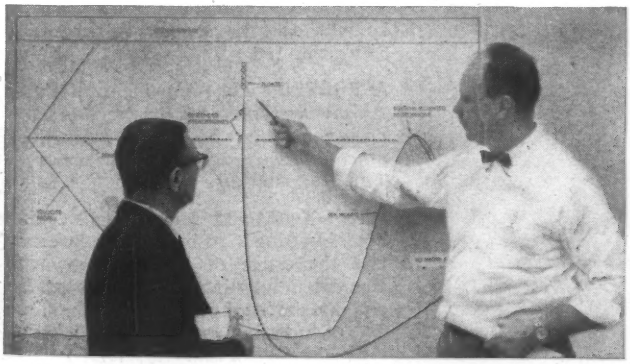
Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

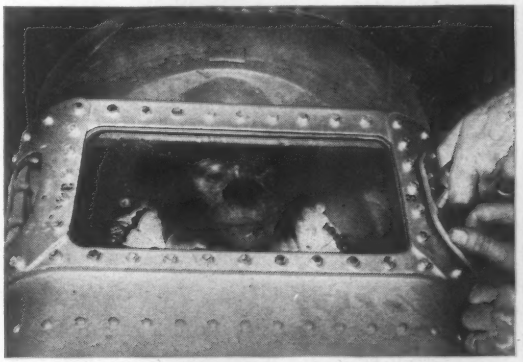


FINAL CHECK of hydrophones is made by a W. E. engineer before the units are sealed to make them air- and water-tight. These underwater "mikes" and other communications equipment were made for Project MILS at W. E.'s North Carolina Works.

AT THE BOTTOM of the Atlantic Ocean a Western Electric scuba diver swims across a trench, surveying a suitable spot to anchor a MILS submarine cable.



HYDROPHONES and the correct depths for these sensitive offshore sound receivers are the subjects being discussed by Bell Telephone Laboratories' underwater acoustics specialist, Sam A. Portaro, and William G. McDaniels, a Western Electric engineer.



RECOVERING HAM, a widely-traveled chimp (he went over 150 miles into outer space), is one of over 200 successful recoveries already achieved through the use of the Navy's W.E.-directed MILS.

L.A. MEETING TO OBSERVE NBC'S 35TH

Executives, affiliates, stars plan birthday observance

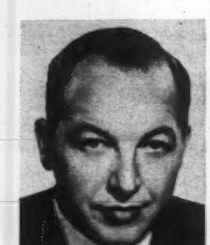
An address by Robert W. Sarnoff, NBC board chairman, Thursday night (Dec. 7) will highlight this week's joint annual convention in Los Angeles of NBC's radio and tv affiliates, and the network's 35th anniversary observance.

NBC expects a record attendance at the Dec. 6-8 convention to be held at the Beverly Hilton Hotel. A closed meeting of radio affiliates is slated for 8:30 a.m. Dec. 6 followed by a meeting of affiliates with NBC executives at 10 a.m. A trip to Disneyland is also set for that day.

The tv affiliates closed session begins at 10 a.m. Dec. 7 with a brief address by Mr. Sarnoff at luncheon and an afternoon meeting of tv affiliates and NBC executives. The anniversary dinner and address by Mr. Sarnoff are scheduled for 8 p.m.

A visit to Revue Productions' studios and the Metro-Goldwyn-Mayer lot in Culver City on Dec. 8, will be followed by a cocktail reception and dinner in the evening.

In advance of the convention, NBC last week released a 35th anniversary history of network activities that emphasized NBC's climb this year in gross billings (see table, page 42) and called attention to its programming performance.



Mr. Sarnoff

Mr. Kintner

The NBC compilation of its history spans the 35 years from 1926, when RCA launched NBC to provide "the best programs available for broadcasting in the U.S.," to the present day of broadcasting.

Among top NBC executives attending the convention and anniversary observance in addition to Mr. Sarnoff will be Robert Kintner, president; David Adams, senior executive vice president; Walter D. Scott, executive vice president, tv network; William K. McDaniel, executive vice president, radio network; and Thomas Knode, vice president, station relations.

NBC International has also invited overseas affiliates and associates to attend from Argentina, Australia, the United Kingdom, France, Japan, Peru, Mexico and Venezuela.

An array of NBC stars is expected to provide entertainment at the banquet. Among them: Dick Powell (master of ceremonies), Milton Berle, Joey Bishop, Jimmy Durante, Bob Hope, Jack Leonard, Art Linkletter, Groucho Marx and Bob Newhart.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WZIP-AM-FM Cincinnati, Ohio: Sold by Carl H. Lindner and associates to the *Waukegan* (Ill.) *News-Sun* for around $450,000. Owners of the *News-Sun* own WKRS in Waukegan. WZIP operates on 1050 kc with 1 kw daytime; WZIP-FM is on 92.5 mc with 83 kw.

▪ KMAK Fresno, Calif.: Sold by Robert O. and George T. McMahon to Fresno Broadcasting Co. for $200,000. Fresno Broadcasting comprises Orin Lehman, J. G. (Jock) Fearnhead, Fin Hollinger and Albert Heit among others. This group also owns KPOI Honolulu, Hawaii, and WHUC Hudson, N. Y., and is awaiting FCC approval of its purchase of KITO San Bernardino, Calif. KMAK operates on 1340 kc with 1 kw daytime and 250 w nighttime. Broker was Edwin Tornberg & Co.

▪ WCOY Columbia, Pa.: Sold by Lester P. Etter, H. Raymond Stadiem, Eugene Silverstein and M. Leonard Savage to Donald and Joan G. Huff of Morrisville, Pa., for $85,000. The sellers own WLBR Lebanon, Pa. WCOY operates daytime only on 1580 kc with 500 w. Broker was Howard S. Frazier Inc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 127).

▪ KFOX-AM-FM Long Beach, Calif.: Sold by Bing Crosby, Kevin Sweeney and the estate of Kenyon Brown to Egmont Sonderling, Richard Goodman and Mason A. Loundy for $1 million. The Sonderling group owns WOPA-AM-FM Oak Park, Ill.; KDIA Oakland, Calif., and WDIA-AM-FM Memphis, Tenn.

▪ WBNY Buffalo, N. Y.: Sold by the

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estate of the late Nathan Straus to Gordon and Barton McLendon for $650,000. The McLendons already own WYSL in the Buffalo area which they are selling in order to comply with the FCC's duopoly rule (see below). The McLendons own also KLIF and KROW (FM) Dallas, KILT and KOST (FM) Houston, KTSA San Antonio, all Texas; KEEL Shreveport, La.; KABL Oakland, Calif., and WAKY Louisville, Ky. The McLendons also have bought WGES Chicago and are selling WAKY (CHANGING HANDS, Sept. 25). The WBNY grant was conditioned on the McLendons disposing of their interest in WYSL and also any creditor interest in the group buying WYSL. The commission said its action was without prejudice to any action it might take on the McLendon's interest in X-TRA Tiajuana, Mexico (CLOSED CIRCUIT, Nov. 13).

▪ WYSL Amherst (Buffalo), N. Y.: Sold by Gordon and Barton McLendon to Leonard Walk, James H. Rich and Bernard Friedman for $230,000. Messrs. Walk, Rich and Friedman own WAMO Pittsburgh, Pa. Sale of WYSL was necessitated by McLendon's purchase of WBNY Buffalo (see above).

▪ KLAS Las Vegas, Nev.: Sold by Al Kelson and associates to Paul C. Schafer for $155,000. Mr. Schafer controls KDOT Reno, Nev., and KOFA Yuma, Ariz. Commissioner Robert T. Bartley dissented.

▪ KDUO (FM) Riverside, Calif.: Sold by Southeastern California Broadcasting Co. to KFXM Broadcasting Co. for $60,000. KFXM Broadcasting is the licensee of KFXM San Bernardino, Calif.; it is owned by Howard L. Tullis and John P. Hearne who also have major interests in KAFY Bakersfield and KDEO El Cajon, both California. Mr. Tullis is 52% owner of KEAP Fresno; Mr. Hearne owns KVEN-AM-FM Ventura, Calif., and KUAM-AM-TV Agana, Guam. Southeastern California is a non-stock, non-profit organization headed by John W. Osborne as president and chairman.

KODA reports election, gives returns in stereo

Like other stations, KODA-AM-FM Houston has been faced with the problem of what to do with stereo broadcasting, and how it can be used effectively.

The Houston outlet answered its own question experimentally on the air the night of the city's primary elections: it broadcast the returns in stereo. In the 1½ hours between first and final results, KODA interrupted its programming five times with the latest returns and election forecasts. The two reporting station newscasters were seated at separate points, and compared notes informally to maximize the "spaciousness" of the stereo effect.

At another point, a taped interview with one of the candidates was broadcast with an engineer feeding the questions to one side, and the answers to another.

The stereo experiment was considered successful, and it will be repeated with different effects Tuesday during station coverage of the election run-offs.

AFTRA defers KFWB action

Action by the American Federation of Television & Radio Artists on appeals of seven disc jockeys and staff members at KFWB Los Angeles from expulsion and fines for alleged strike-breaking activities has been postponed six months at the request of Edwin H. Franzen, attorney for the appellants. Appeals from the union's disciplinary action were to have been heard last Wednesday (Nov. 29) at an AFTRA membership meeting in Hollywood. An eighth KFWB employe, Jack Colon, had notified AFTRA that he would appear at the meeting, but did not do so and his fine and expulsion were upheld. The other seven are: Bill Angel, Chuck Blore, Hal Murray, Jim Hawthorne, Art Nelson and B. Mitchell Reed.

TelePrompTer excludes U.S. radio from bouts

There will be no U. S. radio coverage of two heavyweight boxing features tonight (Dec. 4) in Toronto (Floyd Patterson-Tom McNeeley) and Philadelphia (Sonny Liston-Albert Westphal) because TelePrompTer Corp., which holds coverage rights, didn't get its price.

Irving B. Kahn, TelePrompter president, said about a million people in the U.S. and Canada will see the closed circuit tv versions, 500,000 on large screens and the others on catv hookups totaling 150,000 sets.

He said TelePrompTer asked and got $100,000, $170,000 and $300,000 successively for radio rights to the three Patterson - Johansson fights, though the company's asking price wasn't as big for tonight's fights. The company bought radio-tv rights for $300,000 plus a percentage of the revenues it receives over that amount. The closed circuit tv potential reportedly is $2 million. The Toronto fight will be carried on CBC Radio under sponsorship by Carling Breweries Ltd., through F. H. Hayhurst Co., agency.

Fremantle International, New York, has acquired overseas radio and television distribution rights to the bouts.

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WNTA-TV SALE: MORE CHAOS

Seller NTA threatens to end transaction when buyer ETMA refuses to pay cash

The sale of WNTA-TV New York to an educational television group, delayed by a series of legal maneuvers, ran into trouble from an unexpected source last week when National Telefilm Assoc., New York, owner of the station, set today (Dec. 4) as the deadline for either the completion or the termination of the transaction.

Officials of NTA and of Educational Television for the Metropolitan Area Inc. met last Tuesday (Nov. 28) for the closing of the transaction, but ETMA representatives balked at paying the $6.2 million purchase price in cash, and insisted that the money be placed in escrow. ETMA representatives pointed out that the U.S. Court of Appeals for the District of Columbia has set a hearing for Jan. 10 on the underlying merits of the case—whether the FCC was correct in approving the sale in the manner it did. If the court upsets the sale, the money ETMA paid might not be immediately recoverable, a spokesman stressed. NTA executives vetoed the escrow suggestions, made several counterproposals that were unacceptable to ETMA and finally laid down its ultimatum for today.

It appeared on Monday (Nov. 27) that the final legal obstacle to the acquisition of the station by ETMA had been removed when the court of appeals, by a 5-3 vote, lifted a stay issued by three of its judges on Nov. 9. The stay had been obtained by the State of New Jersey, which has opposed the sale largely on the ground that WNTA-TV is the state's only tv outlet.

Leonard Davis, NTA chairman, claimed that ETMA is putting NTA in the position of taking all the risk in the event the court of appeals voids the transaction in January. It was learned that NTA had made two alternative proposals after rejecting ETMA's escrow offer. One called for the payment in cash of $2 million, followed by payments of $1 million a year for a total of $9 million. The second proposal called for the payment of $2 million now and of $6.2 million after one year for a total of $8.2 million.

Thumbs Down ▪ ETMA officials turned down both these counteroffers and suggested that Mr. Davis was trying to raise the price as a means of resolving the problem posed by the legal actions of Gov. Robert Meyner of New Jersey.

Mr. Davis claimed that the delay in closing the sale already has cost NTA more than $500,000. He noted that ETMA wanted to take title to the station without paying any cash; have use of the outlet for weeks or months, and, if the sale is disapproved, return the station with ETMA's $6.2 million still intact.

A source close to the proceedings said that if the money was placed in escrow, NTA would derive only a modest interest rate—3½%. This was said to be another factor in NTA's rejection of this proposal.

Mr. Davis said that if ETMA does not complete the transaction by today's deadline, WNTA-TV will proceed with plans for "expansion and improvement of the creative and public-service programming for which our station is well known." The stations have held negotiations with Liebman Breweries Inc., New York, which holds radio-tv rights of the New York Mets baseball team, for telecasting its games over WNTA-TV.

Highest Court ▪ As of last Thursday, all principals were awaiting a ruling by Chief Justice Earl Warren on the request by New Jersey for the reinstatement of the stay. This request was opposed by the FCC, through the Solicitor General of the United States, and by NTA and ETMA.

Gov. Meyner took his reversal earlier in the week to the U.S. Supreme Court. He submitted the motion for stay to the Chief Justice who is the member of the Supreme Court responsible for the District of Columbia circuit.

Although it is presumed Chief Justice Warren will act on the motion himself, it is within his province to ask the entire Supreme Court to rule.

The appeals court reheard argument Nov. 27 on New Jersey's motion for a stay. Gov. Meyner argued for the state, basing his plea on the fact that WNTA-TV is New Jersey's only tv station. Opposing Gov. Meyner were

New Jersey Gov. Robert Meyner (c) stands outside the U. S. Court of Appeals for the District of Columbia after he made a stirring appeal for continuance of a stay against the sale of WNTA-TV New York to an educational group in that city. Flanking him are attorneys who aided in his presentation: G. Douglas Hofe Jr., deputy attorney general of New Jersey (l), and Sigmund Timberg, Washington attorney.

DuMont alumni reunion

A group of network executives and former colleagues now in other facets of broadcast advertising will pay tribute today (Dec. 4) to a network that's long since departed (DuMont Television Network). The former DuMont "staffers" make up an "alumni association" which will attend a party this evening at a New York restaurant. They include such executives as:

Don McGannon, president of Westinghouse Broadcasting Co.; James O'Grady, executive vice president, Adam Young Co.; Halsey Barret of The Katz Agency; Ted Bergmann, who heads Revlon's advertising; Werner Michel, vice president of Reach, McClinton; Ed Kletter, Parkson Agency; Ed Koehler, media group head at BBDO; Bob Coe, ABC vice president; Larry Israel, national sales manager of TvAR; Chris Witting, Westinghouse Electric Co., and dozens of others.

Daniel Ohlbaum, for the FCC; Justin M. Golenbock, for NTA, and Henry Fischer, for ETMA. Seven of the nine circuit judges were present for the rehearing.

The 5-3 decision, announced that afternoon, lifted the stay and set Jan. 10 for argument on the merits of the case. The three dissenting judges were the same ones who earlier had granted the stay: Chief Judge Wilbur Miller, and Judges E. Barrett Prettyman and Walter M. Bastian. Judges Bastian and Warren E. Burger did not attend the reargument, but Judge Bastian did participate in the second decision.

A basic consideration, it was apparent, was the judges' belief that if the stay is not lifted, the transaction would be terminated and the case mooted.

WRVA event features Reed, Harrison, Hyde

W. T. Reed Jr., president of Larus & Brother Co., licensee of WRVA Richmond; Albertus S. Harrison, Virginia governor-elect, and Commissioner Rosel H. Hyde of the FCC were the key speakers at the formal dedication of WRVA's new 50-kw transmitter and the inauguration of service of the new 200-kw WRVA-FM Nov. 30 at Varina, Va.

Mr. Reed told 150 civic and state leaders of WRVA's public service record over 36 years, and said that nearly $180,000 in station time had been devoted to public affairs programming this year.

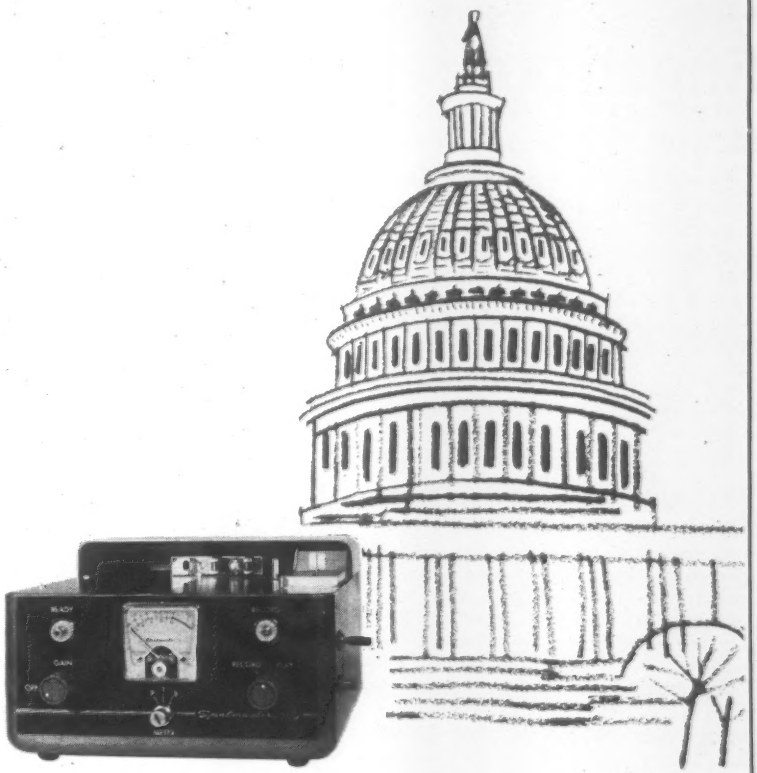
WRVA operates on 1140 kc with 50 kw and is the companion station of WRVA-TV, owned by Larus & Brother Co. William Preston is president of the Larus stations. John B. Tansey is general manager.

NAB's Carlisle hits talk of censorship

"An honest man with a plan need not fear excessive government regulation," according to William Carlisle, NAB vice president. Speaking to the Arizona Broadcasters Assn. at Apache Junction, Ariz., he took issue with those who say the FCC and Chairman Newton Minow "are trying to impose censorship on the industry."

Collecting information isn't censorship, Mr. Carlisle said, adding, "Nor is asking broadcasters to make a reasonable effort to determine community needs and requiring a broadcaster reasonably to match up promise and performance."

He advised broadcasters to appraise NAB and its leadership by looking for "first-hand fact instead of second-hand gossip." He added, "Be from Missouri if you wish, but also be at the meetings where you can get the truth first-hand."



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Engstrom replaces retiring Burns at RCA

SENIOR EVP GETS PRESIDENTIAL POST, CLIMAXING 31 YEARS WITH FIRM

Dr. Elmer W. Engstrom was elevated to the presidency of RCA last Friday in a move triggered by the surprise resignation of President John L. Burns.

Dr. Engstrom, 60, is widely known as one of the leaders in the development of both black-and-white and color television and for his work in other technical fields. He was senior executive vice president of RCA at the time of his promotion to the presidency.

Mr. Burns' resignation, attributed to "personal reasons," applies to his posts as director of RCA and subsidiary companies as well. He will continue, however, to serve RCA "on special assignments" from Brig. Gen. David Sarnoff, board chairman, who announced the changes following the December board meeting Friday morning.

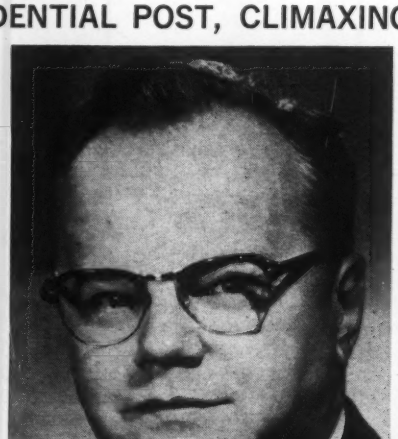
Mr. Burns is known to have sold most of his RCA stock, largely acquired under the RCA stock-option plan, since early October at a profit estimated at approximately $310,000. He retains about 4,000 shares out of 21,443 held earlier this year, according to Securities & Exchange Commission records.

How It Was Sold ▪ During October, RCA President John L. Burns sold 17,443 shares of common stock in the corporation from total holdings of 21,443 shares, SEC "insider" transaction reports reveal.

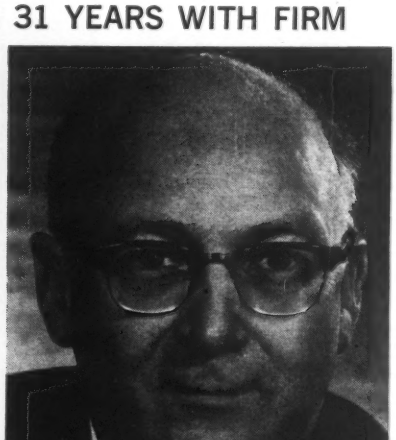
Mr. Burns owned some 400 shares, mostly stock awards from the company, until July 24, 1959, when he exercised special option to buy 20,000 shares at $33.75 per share. Until October of this year he did no trading in the stock, although he acquired further shares from dividends and stock awards. In October RCA common stock was selling for approximately $52 per share.

On Oct. 11, 1961, he sold 6,000 shares; Oct. 16 he sold another 3,305; he sold 3,800 more on Oct. 25 and another 4,338 the next day. His current beneficial holdings are 4,000 shares of common stock.

Sarnoff Lauds Engstrom ▪ In announcing the changes, Gen. Sarnoff said the selection of Dr. Engstrom for the presidency "reflects our confidence in his ability and his experience, particularly in those areas where RCA anticipates great future growth. In his 31 years as an employe of RCA he has advanced step by step through progressively more important executive assignments.



Dr. Engstrom



Mr. Burns

"In doing so, Dr. Engstrom has demonstrated an unusual blend of business, administrative and scientific abilities. Under his supervision, several major divisions of RCA have registered consistently outstanding performance and have made their greatest contributions to corporate profits."

Mr. Burns, 53, during whose tenure as president RCA has moved heavily into the data-processing and astronautics fields, said he was resigning for "personal reasons" and added:

"My experience with RCA convinces me that, as one of America's outstanding companies, it will continue to grow and prosper and make material and significant contributions to the security and economy of the United States. It is a source of great satisfaction to me that my relationship with RCA and its distinguished chairman will continue on a special-assignment basis."

Gen. Sarnoff will continue as board chairman and chief executive officer of RCA. Dr. Engstrom will supervise all company operations and will report to the chairman.

Engstrom Background ▪ Dr. Engstrom, who joined RCA in 1930, is a member of the company's board of directors and the boards of its subsidiaries, NBC and RCA Communications Inc.

He was born in Minneapolis Aug. 25, 1901, and received a B.S. degree in electrical engineering from the U. of Minnesota in 1923. He was received an honorary degree of doctor of science from New York U., and honorary doctor of laws degrees from Findlay College, Findlay, Ohio, and from Rider College, Trenton, N. J.

Dr. Engstrom joined the General Electric Co. in 1923 and was assigned to the radio engineering department. In 1930 GE's radio engineering and manufacturing activities were transferred to RCA and Dr. Engstrom continued as division engineer in charge of Photofone development and design for RCA Mfg. Co., Camden, N. J.

Beginning in the early 1930's, he participated in the evaluation of tv, which was still in the experimental stage, and was responsible for the development and construction of apparatus used in field tests and in the planning and coordination that led to black-and-white tv service. Following this, he and his associates conducted research on color tv.

Progresses Rapidly ▪ He was a member of the National Television Systems Committee at the time tv standards for broadcasting were established, and was a member of the Radio Technical Planning Board. He was also a member of the NTS committee which developed technical signal specifications for color television transmission, adopted by the FCC on Dec. 17, 1953.

Dr. Engstrom was named RCA director of general research in 1942 when all of RCA's research activities were brought together at Princeton, N. J., and in 1943 was named director of research for RCA Labs. In 1945, he was elected vice president in charge of research of the RCA Labs Div. and in 1951 was named vice president in charge of that division. In 1954, he

was elected executive vice president, RCA Labs, and later that year was elected executive vice president, research and engineering. On Oct. 21, 1955, he was appointed senior executive vice president of RCA.

Dr. Engstrom has received many awards for research in radar, radio, airborne television, electronics and acoustics. In 1949, he received the silver plaquette of the Royal Swedish Academy, and in 1955, the Progress Medal Award of the Society of Motion Picture & Television Engineers.

He is the author and co-author of many articles that have appeared in technical journals. Dr. Engstrom is a member of various scientific societies and organizations, including the Defense Science Board, the Institute of Radio Engineers, American Institute of Electrical Engineers, and the IRE Awards Committee. He is active in Princeton, N. J., in various community organizations, including the American Red Cross, the Rotary Club, and the Young Men's Christian Assn. He is a member and trustee of the Westerly Road Church of Princeton.

Burns Background ▪ In submitting his resignation, Mr. Burns left the RCA presidency after four years and nine months in the post. A partner in the management consultant firm of Booz, Allen & Hamilton, whose clients include RCA and NBC, he had worked closely with RCA officials for 10 years, and was called in to take the presidency on March 1, 1957, when Frank Folsom resigned.

A native of Watertown, Mass., and trained in electrical engineering and metallurgy, he taught at Harvard and Lehigh U. while both working with Dewey Almy Chemical Co., and acquiring his doctorate in metallurgy from Harvard. He subsequently was with Republic Steel, starting there in 1934 as a worker juggling coils of white-hot metal in a rod mill and winding up as superintendent of the company's wire division. He moved from Republic to BA&H in 1941 and became a partner in the firm less than a year later.

Stelma field engineering

The establishment of a field engineering service as a division of Stelma Inc., Stamford, Conn., has been announced by Alfred B. Reiss, president of the electronic telecommunications equipment firm. The new division, formed to serve in the telecommunications, broadcast, television, radar, data-processing and telemetry field, is headed by Clarence K. Laubach, formerly with Cook Electric Co. The Stelma field engineering service is located at 4205 Branch Ave., S.E., Washington, D.C.

WWTV-AREA AUTO SALES ARE LARGER THAN DELAWARE-ALASKA COMBINED*!

WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

People in the *proven* WWTV coverage area—Cadillac - Traverse City and Northern Lower Michigan—spend 12% more for automobiles than all the people in Delaware and Alaska combined!

No other television station—*no other medium*—even approaches WWTV's penetration of this important market. WWTV delivers more homes than Station B in 433 of 450 quarter hours surveyed, 8 a.m.-Midnight, Sunday through Saturday (NSI, Cadillac-Traverse City—June 6-July 3, 1961).

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and you get all the rest of outstate Michigan worth having. If you want it all, give us a call!

**Auto sales in the WWTV-Area are $151.5 million compared to $136.3 million for Delaware and Alaska. (Source: SRDS, September 15, 1961.)*

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
WWTV—CADILLAC-TRAVERSE CITY
KOLN-TV—LINCOLN, NEBRASKA
KGIN-TV—GRAND ISLAND, NEBRASKA

AM-TV-FM

WWTV

316,000 WATTS ● CHANNEL 13 ● 1282' TOWER ● CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
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Build Ratings

ALL-CHANNEL LAW OPPOSED

EIA consumer products division asks plan's delay until FCC has completed its New York uhf test

Continued opposition to any legislation that would require tv manufacturers to make all-channel receivers was approved by the consumer products division of the Electronic Industries Assn., meeting last week in Los Angeles.

The division registered approval of the previously-adopted EIA stand opposing any law that would require manufacture of vhf-uhf receivers only pending completion of the test of uhf broadcasting now being conducted in New York City. The FCC has asked Congress to pass such a law.

The consumer products group also recommended opposing any attempt to move all tv broadcasting into uhf until the New York tests are completed, and endorsed the EIA position that the entire question of frequency allocations should be placed in the hands of a single authority of the federal government.

The jumbled spectrum is caused by inefficient administration, L. Berkeley Davis, EIA president, charged in a news conference at the opening of the winter conference. EIA advocates the establishment of a single spectrum authority to rule on the allocations now made by the Intergovernmental Radio Advisory Committee (representing government users) and the FCC, Mr. Davis explained. IRAC and the FCC have largely ignored each other in making their allocations, Mr. Davis charged, and the result is that the vhf and uhf television bands are separated by a number of other, unrelated services.

The vhf-uhf problem can be settled more efficiently by new and better frequency assignments than by the proposed requirement that all tv sets be able to receive all channels, Mr. Davis declared. With only 15% of sets going into areas with uhf service, such a requirement would make the purchaser of a tv set buy and pay handsomely for something he does not need and cannot presently use, he said. This is patently unfair, he stated.

Move to Uhf ▪ Some EIA members, like some FCC commissioners, believe all tv should be moved to uhf, Mr. Davis reported. EIA officially has taken no official position on that question and is not likely to, he noted, indicating he thinks this is more a broadcasters' problem than one for manufacturers.

Factory sales in 1961 will go over the $10 billion level, Mr. Davis announced. He predicted further growth in 1962 and a $20 billion level in 1970 (with consumer products accounting for $3 billion).

The dollar volume of consumer products dropped slightly in 1961, from $2.1 billion last year to $2 billion this year, Mr. Davis noted. He attributed the fall-off in part to decreased output of tv sets (from 5.9 million in 1960 to 5.7 million in 1961) and a trend to the buying of less expensive portable receivers in place of the more costly consoles.

Because of a large inventory of unsold tv sets at the end of 1960, Mr. Davis commented, retailers sold more tv sets to the public in 1961 than in 1960.

The EIA president, a GE vice president, also noted that the factory sale of auto radios dropped from 6.4 million in 1960 to 5.1 million this year. This, he said, was largely due to the increased purchase of low-priced compact cars without radios. Home radio sets sales stayed at about the same level in 1961 as in 1960, he said, and there was a continuing increase in the fm field. Noting that there is an increased demand for stereophonic phonographs, which accounted for 74% of all phonographs sold this year against 68% last year, Mr. Davis predicted that stereo will be in equal demand by buyers of fm sets as soon as stereo fm broadcasting spreads to national proportions.

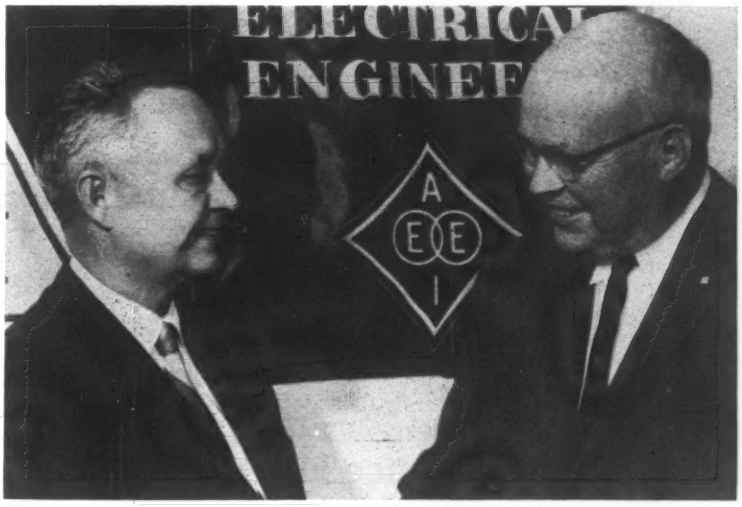
Other highlights of the EIA meeting:

▪ The EIA board also took a position on imports, patent rights, taxes and even accepted an invitation from the Japanese Electronics Industries Assn. to send representatives to Japan to look at the state of electronics manufacturing in that country.

▪ John L. Hanigan, vice president of the electronic products division of Corning Glass Co., was elected to the executive committee of the EIA tube and semiconductor division. Stephen Levy, assistant general manager of the Lansdale Division of Philco Corp., was elected chairman of the semiconductor section of the tube and semiconductor division.

Collins emergency service

Collins Radio Co., Cedar Rapids, Iowa, has instituted a new 24-hour "customer emergency service" to assist commercial and military customers on any problem at any time. The new direct telephone at Cedar Rapids, Empire 5-3600, gives immediate access to



To merge, or not to merge is the question

P. E. Haggerty (l), new president of the 90,000 member Institute of Radio Engineers, and Warren H. Chase (r), president of the 70,000 American Institute of Electrical Engineers, talk over the possibilities of combining their organizations into one international engineering society (BROADCASTING, Oct. 30). The boards of directors of both organizations have appointed a committee to study the question. A report will be made Feb. 15, 1962. Target date for the merger will be Jan. 1, 1963.

emergency service aides who maintain a complete library of all technical and operational manuals published by Collins in the past 10 years and the names and addresses of all field engineers outside the communist bloc. The locations of Collins' corporate aircraft and flying personnel are checked regularly so they can be of prompt assistance.

Technical topics...

Remote console ▪ RCA has introduced a new portable audio console for remote originations or as auxiliary studio equipment for advance preparation of taped shows. It is fully transistorized and weights about 65 pounds, includes three preamplifiers, a remote line amplifier, and two built-in, three-speed turntables.

Studio monitor system ▪ Electro-Voice, Buchanan, Mich., has announced the addition of studio monitor speaker systems to its line of broadcast and recording equipment. The Sentry I model is designed for wall or ceiling mounting. The Sentry II is a floor model of the same basic design. The cabinets have been sanded and sealed, for finishing to suit studio decor.

Vote on venture ▪ Audio Devices Inc. stockholders will meet Dec. 18 at the company's New York headquarters to vote on a plan to convert subordinated notes into common stock. The company has entered into agreements with several institutional investors for the private placement of $1.5 million principal amount of 5.5% convertible subordinated notes due Nov. 1, 1976, to refinance outstanding bank debt and to obtain additional funds for plant expansion and working capital. The initial conversion price will be $30 a share.

Stereo cartridge ▪ General Electric Audio Products Department, Decatur, Ill., has developed a new variable reluctance stereophonic cartridge, the "Orthonetic," featuring a new suspension and damping system. Two versions are available. The VR1000-5, with a 0.5 mil diamond stylus for professional and automatic turntables (suggested list price, $29.95). The 0.7 mil version, the VR1000-7, for use with high quality changers ($24.95).

Stockholders okay transfer of Philco

Philco Corp. stockholders last week approved the sale of the company to the Ford Motor Co. The completion of the $110 million transaction—whereby the Philadelphia electronics-appliance firm becomes a division of the automobile company—is scheduled to take place this week.

The transaction, announced three months ago (BROADCASTING, Sept. 18), provides that each Philco stockholder will receive one share of Ford Motor

What they see on
WJAC-TV

THEY BUY!

Statistics may be a pretty dry subject, but they do show that more people watch WJAC-TV in the Johnstown-Altoona market than any other station. (The statistics are those of both Nielsen and ARB.) It's more important, however, to know that WJAC-TV turns those statistics into sales for dozens of happy advertisers.
Whatever you have to sell, you'll sell it faster, and in greater quantities, to the purchasing people who watch WJAC-TV!

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Engineers get ready for Chicago conference in 1962

Program plans for the annual Broadcast Engineering Conference to be held April 2-4 during NAB convention week in Chicago were drafted at a Nov. 28 meeting of the NAB Engineering Conference Committee, of which Jack Petrik, KETV (TV) Omaha, is chairman.

George W. Bartlett, NAB engineering manager, was named chairman of a subcommittee to propose a recipient for the 1962 NAB Engineering Achievement Award, to be presented at the convention. Serving with him on the subcommittee are Mr. Petrik; William S. Duttera, NBC, and William B. Honeycutt, KRLD-AM-TV Dallas.

Attending the committee's session, held in Washington were (clockwise from foreground): Mr. Bartlett; Frank Marx, ABC; George L. McClanathan, KPHO-AM-TV Phoenix, Ariz.; Glenn G. Boundy, Storer Broadcasting Co.; Orrin W. Towner, WHAS-AM-TV Louisville; Mr. Honeycutt; Virgil Duncan, WRAL-TV Raleigh, N. C.; Mr. Duttera and Chairman Petrik. Formal agenda will be announced later.

WAVE-TV gives you 28.8% more SMOKERS

—and they puff literally 28.8% more cigarettes, cigars and pipe tobaccos!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

Co. stock for 4½ shares of Philco stock. Ford closed at 115⅛ Thursday.

This is Ford's third diversification move in the last 12 months. Ford spent $386 million to acquire 100% interest in Ford Motors Ltd. in England, and $28 million to buy Electric Autolite (batteries and spark plugs).

The possibility that the Dept. of Justice would object to the merger was dispelled when a Justice Dept. spokesman stated that there is no evidence competition will be stifled in the sale of Philco to Ford.

Although there has been speculation that the new ownership might withdraw Philco's application for ch. 3 in Philadelphia, there has been no recent change in the firm's position as stated in September by James Skinner Jr., president of Philco. In a letter to the FCC at that time, he said Philco intends to prosecute its application even after the merger. Ch. 3 is now held by NBC, which proposes to exchange this station, along with its radio adjunct, for RKO General's Boston radio-tv stations. Philco also is asking triple damages from RCA in a civil suit over patent licensing practices.

Color Tv ▪ In a related action, Philco won the right to a color tv patent when a federal judge in Philadelphia denied an RCA suit for patent infringement. Involved is the development of a sine wave modulator to produce chromatic information, invented by Philco scientist Robert C. Moore.

$7.4 million gross for SG in quarter

Screen Gems Inc., New York, announced last week that its gross income for the first quarter of the current fiscal year ended Sept. 30 amounted to $7,448,000, compared with $6,218,000 in the corresponding period of 1960. Net income was listed at $345,735, or 13 cents a share against $152,544 or 6 cents a share in last year's quarter.

The report was made by A. Schneider, SG president, at the company's first publicly-held annual stockholders' meeting in New York on Tuesday (Nov. 28). A half-hour presentation on Screen Gems, "Past . . . Present . . . Future," was shown to shareholders.

The visual presentation showed SG's various activities, including its national sales division, syndication division, international division, and Elliot, Unger & Elliott, the tv commercial production division. The presentation noted that the international division had a gross income of $7.8 million in fiscal 1961 against $5 million for fiscal 1960.

All of the company's directors were reelected. They are Mr. Schneider and Leo Jaffe, Jerome Hyams, William Dozier, A. Montague, Samuel J. Briskin, Alfred Hart, Louis J. Barbano, Donald S. Stralem, Leo M. Blancke and John H. Mitchell.

Film sales...

Danger Man (ITC): Sold to KING-TV Seattle; KATU (TV) Portland, Ore.; KTVU (TV) Oakland-San Francisco; KABC-TV Los Angeles; XETV (TV) Tijuana (San Diego); KOB-TV Albuquerque; KOA-TV Denver; KELP-TV El Paso, Tex.; WJBK-TV Detroit; WNEW-TV New York; WSUN-TV St. Petersburg, Fla.; WLOF-TV Orlando, Fla.; WKRG-TV Mobile, Ala.; WDSU-TV New Orleans; KTUL-TV Tulsa; WTAR-TV Norfolk, Va.; WKST-TV Youngstown, Ohio; WISH-TV Indianapolis; WEHT (TV) Evansville, Ind.; WHAS-TV Louisville, Ky.; KOMU-TV Columbia, Mo., and KOLN-TV Lincoln, Neb. Now in 43 markets.

M-Squad (MCA-TV): Sold to WISN-TV Milwaukee; WWL-TV New Orleans; KREM-TV Spokane; WLWI (TV) Indianapolis; WKRC-TV Cincinnati; WRGP-TV Chattanooga; WOI-TV Ames, Iowa; KTBC-TV Austin, Tex.; KTVB (TV) Boise, Idaho; WSOC-TV Charlotte; KIEM-TV Eureka-Medford, Calif.; WINK-TV Ft. Myers, Fla.; KFRE-TV Fresno, Calif.; KREX-TV Grand Junction, Colo.; KFBB-TV Great Falls, Mont.; WLUK-TV Green Bay, Wis.; WDAM-TV Laurel-Hattiesburg, Miss.; WGAL-TV Lancaster, Pa.; KGNS-TV Laredo, Tex.; WMAZ-TV Macon, Ga.; WSFA-TV Montgomery, Ala.; WSBT-TV South Bend, Ind.; KLIX-TV Twin Falls, Idaho; WSJS-TV Winston-Salem, N. C., and KDUB-TV Lubbock, Tex. Now on 71 stations.

Keyhole (Ziv-UA): Sold to Nehi Beverage Co. for WFBM-TV Indianapolis; and to KLZ-TV Denver; WHAS-TV Louisville; WSB-TV Atlanta; WLWD (TV) Dayton, Ohio; WAST (TV) Albany, N. Y.; KOMO-TV Seattle; KTVK (TV) Phoenix, Ariz.; WEAR-TV Pensacola, Fla.; WAVY-TV Norfolk-Portsmouth-Newport News, Va.; WCCA-TV Columbia, S. C.; WTOK-TV Meridian, Miss., and WCCB-TV Montgomery, Ala. Now in 20 markets.

Ullman, CRC to end agreement on sales

An agreement for Richard H. Ullman Inc. to act as exclusive sales representative for Commercial Recording Corp. will come to an end Dec. 31, according to a joint announcement by Peter Frank, president of Ullman, and John J. Coyle, president of CRC. The termination of the distribution agreement, which began in August, was attributed to expansion plans of each of the two companies which would bring them into competition. CRC is a major producer of jingles and the Peter Frank organization, of which Ullman is a wholly-owned division, also owns Stars International, a radio production company which is planning a major expansion in the jingle field. Richard H. Morrison, who resigned from CRC to become a vice president of Ullman, will stay with the latter organization.

Writers' Guild suit brought against Wolper

Writers' Guild of America last Tuesday (Nov. 28) called a strike against David L. Wolper, David L. Wolper Productions, Wolper-Sterling Productions and any other firm in which Mr. Wolper has a substantial interest, charging that the documentary producer has not signed the WGA standard tv agreement.

Admitting the charge, Mr. Wolper said that he has been trying to negotiate a special contract with the Writers' Guild that would cover conditions applicable to writing documentaries, con-

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plus 11 counties in Wyoming at lower cost per thousand

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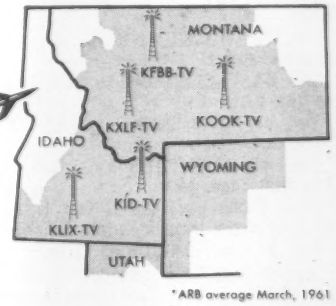
IDAHO — KID-TV Idaho Falls, KLIX-TV Twin Falls

MONTANA — KXLF-TV Butte, KFBB-TV Great Falls, KOOK-TV Billings

Skyline TV NETWORK

P. O. Box 2191 Idaho Falls, Idaho



*ARB average March, 1961

Call Mel Wright, phone JAckson 3-4567 - TWX No. IF 165
or your nearest Hollingbery office or Art Moore in the Northwest

ditions which he called quite different from those applying to the usual entertainment programs on television. "For instance, in documentary work we don't write a word of the script until the film is completed and edited," he said.

The guild proposed that he accept a standard contract, then ask for a waiver whenever a problem arose, Mr. Wolper reported. Commenting that "we'd have to ask for a waiver every day, under that plan," he expressed a desire to work out an appropriate contract with WGA, but added, "there's no point to signing a contract we can't live under." The WGA strike has not hampered his operation, he said, as most of his producers do their own writing.

Sterling Tv Co. reports gains in all directions

Sterling Television Co., New York, reports record levels were attained in gross revenues, net earnings and earnings per share for the six-months ended Sept. 30.

Gross revenues for the period totaled $565,556 compared with $383,642 for the equivalent period in 1960. After-tax earnings were $36,149 or 8 cents per outstanding common share, compared with $16,833 or 4 cents per outstanding common share in the same period last year.

The Sterling report to stockholders noted progress "in all areas" where the film producer-distributor does business. Predicting that fiscal 1962 would be the company's best year, Saul J. Turell, president, cited one feature-length movie, "The Great Chase," which is currently in negotiation for distribution. A second feature film, "The Legend of Rudolph Valentino," has been "successfully" introduced in Syracuse, N. Y., and will go into national distribution shortly.

Pension plan announced by WGA for film writers

Writers of tv and theatrical films who have worked 10 qualified years at that occupation are eligible to receive pension benefits on retirement at age 65, under a pension plan negotiated by Writers Guild of America.

James Webb, secretary of the pension plan's board, said the pension plan is financed by contributions by Assn. of Motion Picture Producers and Alliance of Tv Film Producers, employers. A qualified year is one in which a writer works a minimum of eight weeks.

The pension a writer will receive will amount to 10% per year of the total sum contributed to his credit, with a minimum pension of $120 a month being paid writers who have 400 credited weeks of employment in 20 qualified years, with three of these years subsequent to 1954. Participants in the plan are eligible for death benefits after two qualified years of work. Employers' contributions equal 5% of a writer's a theatrical picture or twice the minimum scale for tv films. There is also a total of $661,000 which is being paid in 10 annual installments for past service credits.

Employer payments have been made since March 31, 1960, and approximately $1.5 million is now in the fund. Charles Boren, executive vice president of AMPP, is chairman of the pension board, whose employer members include Richard W. Jencks, president, ATFP, as well as representatives of six individual production companies. WGA also has eight members on the board.

Complete details of the pension plan will be included in a booklet now in preparation for distribution to WGA members.

Program notes...

New documentary ▪ *Europe Without Frontiers,* a documentary film on the European Common Market, is available to tv stations for public-affairs broadcasts. The 18½-minute film, distributed by Association Films Inc., New York, explains how the six-nation economic federation operates and what it means to the free world.

'Country' stations buy films ▪ Australia's 13 new "country" stations have purchased 12 program series from CBS Films. They are: *Assignment Foreign Legion, Air Power, The Honeymooners, Our Miss Brooks, Rawhide, The Phil Silvers Show, The Red Skelton Show, Terrytoons, San Francisco Beat, Whirlybirds, I Love Lucy* and *Perry Mason.* Two or three of the stations plan to start operations this month. The remainder plan 1962 openings.

New producer ▪ A new radio-tv production and distribution firm, Viafor Films Inc., has been formed by H. Jeff Forbes and Irving Viasner, principles of Forbes & Assoc. Inc., Boston. Productions in preparation by the new

Continued on page 119

O R S N

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

Dec. 4-8, 11-13 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Dec. 4-8, 11-13 (6:30-7 a.m.) **Continental Classroom,** American Government.

Dec. 4-8, 11-13 (10:30-11 a.m.) **Play Your Hunch,** part.

Dec. 4-8, 11-13 (11-11:30 a.m.) **The Price Is Right,** part.

Dec. 4-8, 11-13 (12:30-12:55 p.m.) **It Could Be You,** part.

Dec. 4-8, 11-13 (2-2:30 p.m.) **Jan Murray Show,** part.

Dec. 4-8, 11-13 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Dec. 4 (8-9 p.m.) **Japan—East is West,** Lincoln-Mercury through Kenyon & Eckhardt.

Dec. 5, 12 (7:30-8:30 p.m.) **Laramie,** part.

Dec. 6 (6:45-7 p.m.) **Huntley-Brinkley Report,** Texaco through Cunningham & Walsh.

Dec. 6 (7:30-8:30 p.m.) **Wagon Train,** R. J. Reynolds through William Esty; National Biscuit through McCann-Erickson, and Ford through J. Walter Thompson.

Dec. 6 (8:30-9 p.m.) **Joey Bishop Show,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles and Procter & Gamble through Benton & Bowles.

Dec. 6 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Dec. 6, 13 (10-10:30 p.m.) **The Bob Newhart Show,** Sealtest through N. W. Ayer.

Dec. 6, 13 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Dec. 7 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty, Buick through Burnett and R. J. Reynolds through Esty.

Dec. 8 (9:30-10:30 p.m.) **Bell Telephone Hour,** AT&T through N. W. Ayer.

Dec. 9 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Dec. 9 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Dec. 9 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Dec. 9 (5-6 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Dec. 9 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Dec. 10 (concl. of football game to 5 p.m.) **Patterns in Music,** sust.

Dec. 10 (6-6:30 p.m.) **Meet the Press,** co-op.

Dec. 10 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Dec. 10 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman Kodak through J. Walter Thompson.

Dec. 10 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

Dec. 10 (10-11 p.m.) **Theatre 62,** American Gas Assn. through Lennen & Newell.

Dec. 11 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

week in, week out, year 'round...

it happens

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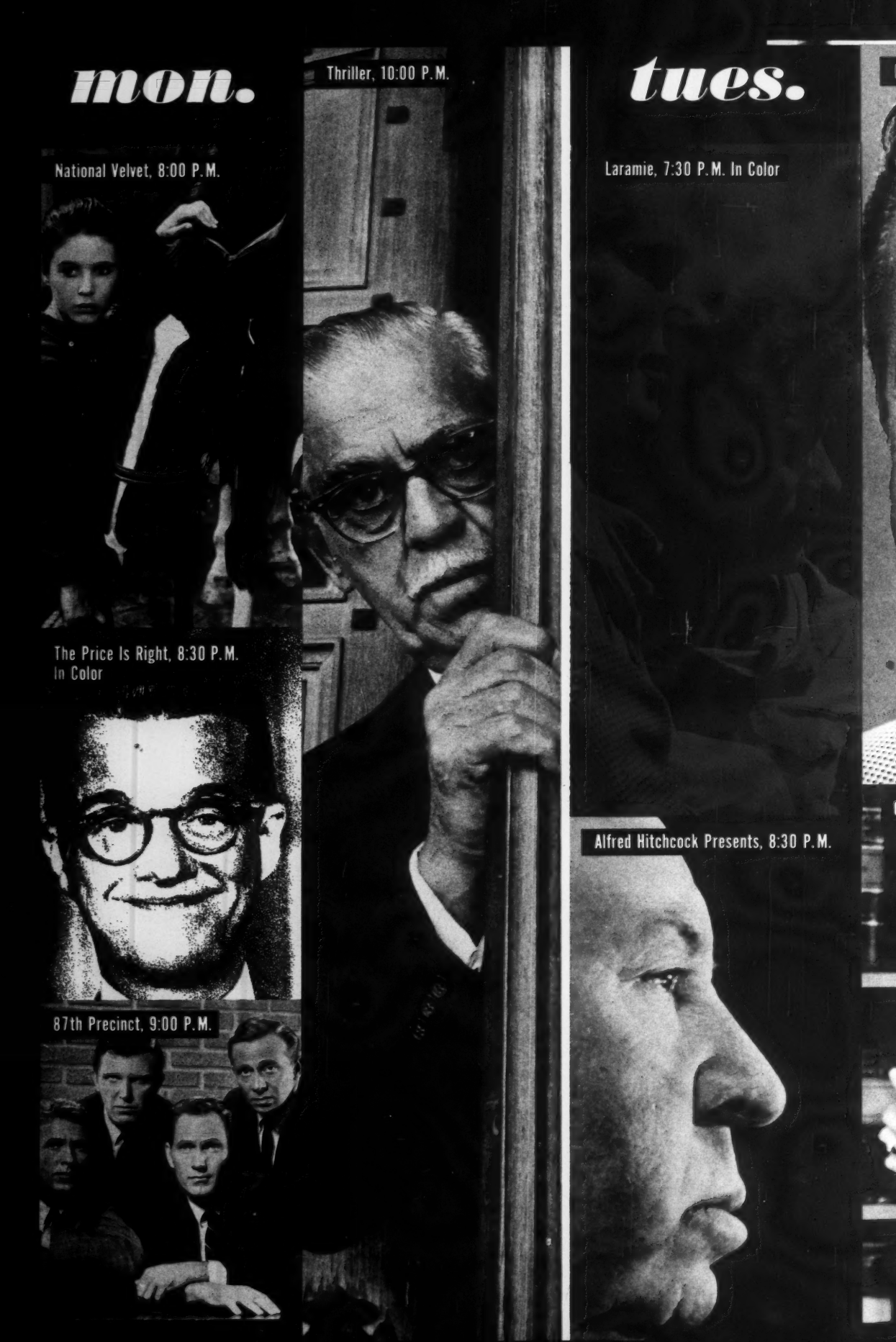

mon.
National Velvet, 8:00 P.M.
The Price Is Right, 8:30 P.M.
In Color
87th Precinct, 9:00 P.M.
Thriller, 10:00 P.M.
tues.
Laramie, 7:30 P.M. In Color
Alfred Hitchcock Presents, 8:30 P.M.

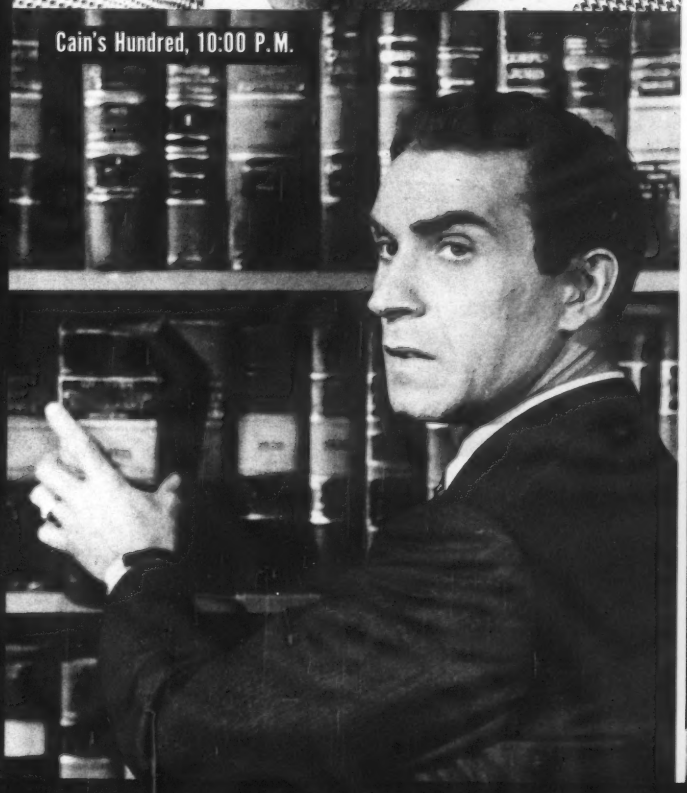
wed.

Dick Powell Show, 9:00 P.M.

Wagon Train, 7:30 P.M.

Joey Bishop Show, 8:30 P.M.

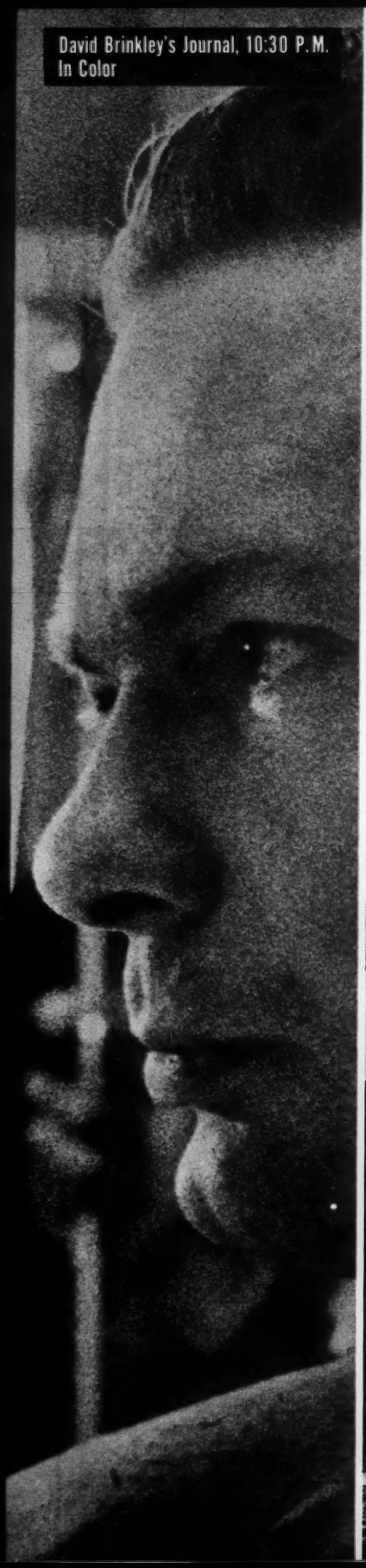
Cain's Hundred, 10:00 P.M.



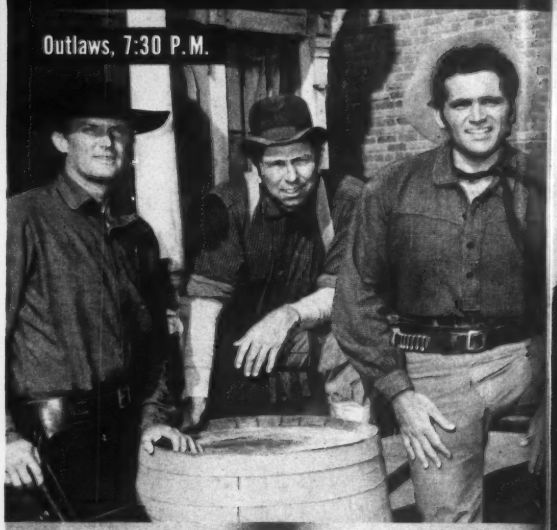
thurs.

Perry Como's Kraft Music Hall, 9:00 P.M. In Color

David Brinkley's Journal, 10:30 P.M. In Color



Outlaws, 7:30 P.M.



Dr. Kildare, 8:30 P.M.

Bob Newhart Show, 10:00 P.M. In Color

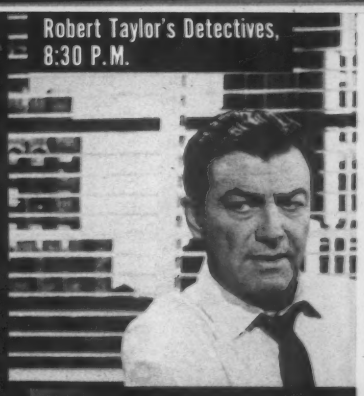
fri.

Hazel, 9:30 P.M.

Sing Along With Mitch, 10:00 P.M. In Color

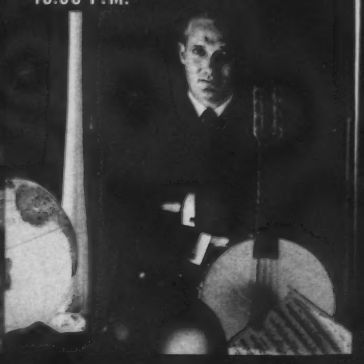
International Showtime, 7:30 P.M.

Robert Taylor's Detectives, 8:30 P.M.



Bell Telephone Hour, and The Dinah Shore Show In Color, 9:30 P.M.

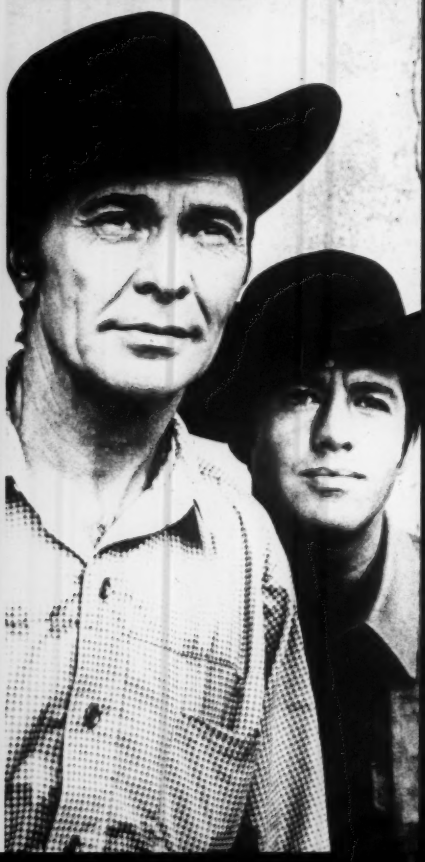
Frank McGee's Here and Now, 10:30 P.M.



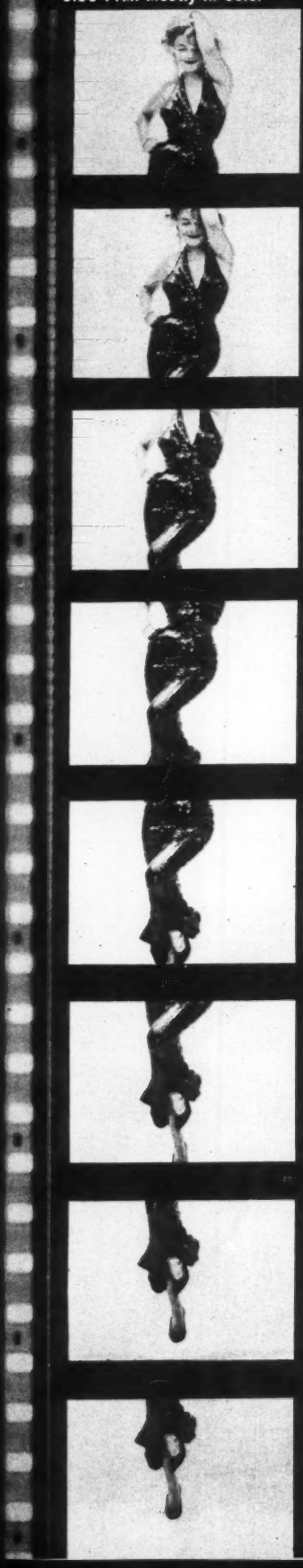
sat.

Tales of Wells Fargo, 7:30 P.M. In Color

The Tall Man, 8:30 P.M.

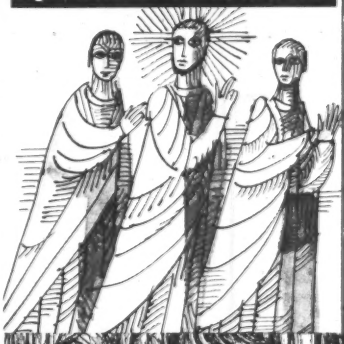


Saturday Night At The Movies, 9:00 P.M. Mostly In Color



sun.

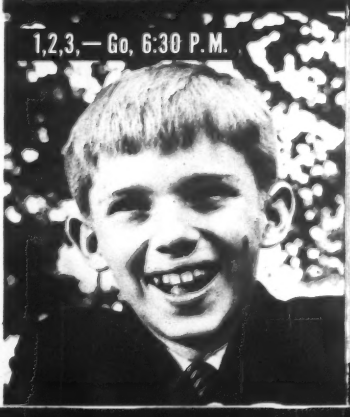
The Catholic Hour, The Eternal Light, Frontiers of Faith, 1:30 P.M.



Chet Huntley Reporting, 5:30 P.M.

Meet The Press, 6:00 P.M. In Color

1,2,3,— Go, 6:30 P.M.



The Bullwinkle Show, 7:00 P.M. In Color

Bonanza, 9:00 P.M. In Color

Walt Disney's Wonderful World of Color, 7:30 P.M. In Color

DuPont Show of the Week, 10:00 P.M. Mostly In Color

Car 54, Where Are You? 8:30 P.M.

special

Angola: Journey to a War — Sept. 19, 1961
JFK Report — Sept. 28, 1961
The Spiral Staircase — Oct. 4, 1961
Sound of the Sixties — Oct. 9, 1961
The Nation's Fortune — Oct. 15, 1961
What's Wrong With Men? — Oct. 19, 1961
Macbeth — Oct. 20, 1961
The World of Bob Hope — Oct. 29, 1961
The Many Faces of Spain — Nov. 14, 1961
The Glamour Trap — Nov. 16, 1961
Vincent Van Gogh: A Self Portrait — Nov. 17, 1961
The Nation's Future — Nov. 19, Dec. 24, 1961
Intermezzo — Nov. 19, 1961
Thanksgiving Day Parade — Nov. 23, 1961
Home for the Holidays — Nov. 23, 1961
U. S. Grant, An Improbable Hero — Nov. 24, 1961
Crossing the Threshold — Nov. 24, 1961
The Good Ship "Hope" — Nov. 28, 1961
The World of Billy Graham — Nov. 29, 1961
Hollywood: The Golden Years — Nov. 29, 1961
Victoria Regina — Nov. 30, 1961
Highways of Melody — Dec. 3, 1961
Japan: East is West — Dec. 4, 1961
Sentry Abroad — Dec. 7, 1961
Notorious — Dec. 10, 1961
Bob Hope Show — Dec. 13, 1961
The Peace Corps in Tanganyika — Dec. 15, 1961
The Coming of Christ — Dec. 20, 1961
Amahl And The Night Visitors — Dec. 24, 1961
Highways of Melody — Dec. 31, 1961
New Year's Eve Show — Dec. 31, 1961
Tournament of Roses Parade — Jan. 1, 1962
Beyond the Threshold — Jan. 5, 1962
Projection '62 — Jan. 5, 1962

Sports

Baseball

All Star Games — July 11 and July 31, 1961
World Series — Oct. 4, 5, 7, 8, 9, 1961

Football

Baltimore Colts & Pittsburgh Steelers Series — Sundays, began Sept. 17, 1961
Blue-Gray — Dec. 30, 1961
East-West Shrine — Dec. 30, 1961
NFL Championship Game — Dec. 31, 1961
Rose Bowl — Jan. 1, 1962
Sugar Bowl — Jan. 1, 1962
Senior Bowl Game — Jan. 6, 1962
Pro-Bowl Game — Jan. 14, 1962

Basketball

NBA Pro-Basketball Series — Saturdays, began Oct. 14, 1961

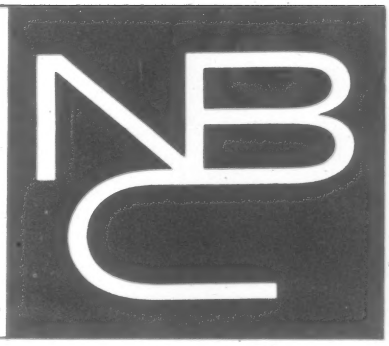
Tennis

National Singles Championship — Sept. 9 and Sept. 10, 1961

Golf

Tournament of Champions — Las Vegas — May 7, 1961
National Open — June 17, 1961
All-Star Golf — Saturdays, began Oct. 14, 1961

All times listed are New York Time.

on 

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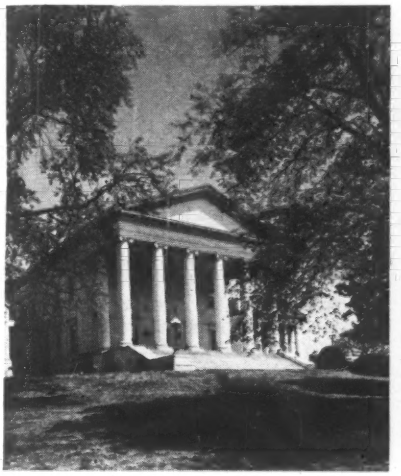
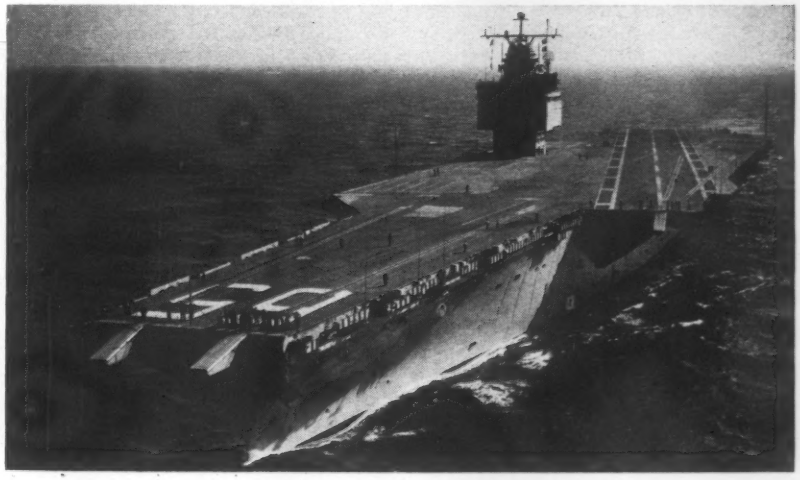
it happens on NBC





Industry spurs Virginia to new wealth

HISTORIC STATE PROSPERS; COMMERCE ADDS TO RICH FARM INCOME

Historic old Virginia, home of beloved traditions and gorgeous scenery, now echoes with the hum of factory and clatter of commerce.

The grace of past glories persists in the stately halls of Richmond but even that former Confederate capital points proudly to the shiny aluminum palace erected by Reynolds on the outskirts of the city and to the might of the atomic-powered carrier *Enterprise* fresh out of a Tidewater shipyard.

Old Virginia has gone modern. The double-strip superhighways that carry fun-hunting tourists and merchandise-laden trucks between Maine and Florida are lined by huge motels, warehouses, small and large factories, communities that have burst out of farmland, and petroleum palaces that serve the needs of America on the move.

Tidewater Market ▪ Pitiless bulldozers are clearing the slum areas of Norfolk to make way for wide streets and the structural needs of the state's Tidewater cluster of a million consumers. The world's largest bridge-tunnel is sprouting out of Hampton Roads, world's finest harbor, and the brand new *Enterprise* is the world's largest ship.

Around the state the pace is the same though the setting is different. Roanoke is plotting an overhaul of its busy downtown to match the sudden prosperity of its suburbs. Big factories lie in its perimeter, producing the sophisticated trappings of modern America.

Down in the southwest corner of this spread-out state old Bristol is teaming up with neighboring Tennessee cities to carve an extensive market that defies state and city boundaries.

And Shenandoah Valley, cradle of natural wonders and historic legends, is scarred by the functional structures of industry that augment with welcome dollars the income from world-famed poultry farms and the spending of tourists who revel in the mountain beauty as autumn glories yield to the approach of winter.

Hilly Lynchburg is pushing away from the antique symbols of its riverside commercial and industrial complex into the outlying hills where General Electric, Babcock & Wilcox and other symbols of the 1960s produce devices that keep the world communicating and convert the atom into energy.

Historic Homes ▪ Across northern Virginia from Winchester through Leesburg to Washington the antique homes and buildings of the past are being preserved, supplemented by the needs of a new and modern economy. South of Washington the bursting communities of Arlington, Fairfax, Alexandria and Falls Church are part of the tremendous Washington market though much of their spending is in Virginia.

From Washington through tradition-

INDUSTRY SPURS VIRGINIA TO NEW WEALTH continued

rich Fredericksburg to Richmond passes the southern leg of what . . . sooner than you think . . . will be a mass market extending from Portland, Me., to the growing Richmond-Petersburg area and on through Colonial Williamsburg to the massed Tidewater cities.

The new Eastern Shore-to-Norfolk bridge-tunnel (17½ miles costing $200 million) will provide augmented facilities for the north-south highway traffic. This direct route, 70 miles shorter than any other between New York and Florida, already is sparking a modest boom in the Eastern Shore bread-basket, which has the added impetus of the Wallops Island missile base.

All over the state other markets are keeping up the statewide pace. Charlottesville reveres Thomas Jefferson and the University of Virginia that he founded early in the last century but its boundaries are pushing beyond the outlying highway cloverleafs to make way for its growth.

Across southern Virginia industrial Danville, with the world's largest textile facility, South Boston and Martinsville are spreading their influence into northern North Carolina, and vice versa. The mountain-surrounded cities of Harrisonburg, Waynesboro, Clifton Forge, Covington, Staunton and Lexington have caught the spirit of a mechanized age with its mobile population and busy transport facilities.

Air traffic is heavy along Piedmont's Washington-and-Norfolk to Cincinnati lines and feeders as well as such national airlines as United, Eastern and American.

Prosperous Transport ▪ But Virginia is conspicuous for its prosperous old-line transportation—railroads and shipping. Four of the world's most successful railroads are Norfolk & Western, Richmond, Fredericksburg & Potomac, Chesapeake & Ohio and Southern.

Any observation about the decline of railways will draw head-shaking if not a fast rebuke from those who know and study Virginia transportation.

Similarly the shipping and shipbuilding business continues to expand, with no noticeable effect from the growth of airways. The wharves in the Tidewater cities are swallowing thousands of carloads of coal and grain a day and dumping it into holds for foreign markets—a commerce that leads the entire nation in export tonnage.

Virginia, according to the American Automobile Assn., is "a veritable potpourri of tours." Skyline Drive, Blue Ridge Parkway, Natural Bridge, Luray Caverns, countless battlefields, Colonial Williamsburg, Monticello, Mount Vernon—the list could go on and on. All are centers of history and natural wonders.

The mountains, running generally in a northeast-southwest direction, are rugged and beautiful. They are paralleled by lush, fertile valleys. The rolling Piedmont hills flatten east of Richmond into coastal plains severed by the watery fingers of rivers and bays.

Virginia proudly accepts the title, "Mother of Presidents," and cherishes the memories of its military heroes. Over 60% of the Civil War—pardon, War Between the States—took place on Virginia soil.

The signs of Virginia's past glories are all around, as an up-and-down-and-across tour will show. But the fact-gatherer with money and markets on his mind will learn after a few weeks of air, rail and highway travel that past concepts of the state must be laid aside if Virginia is to be viewed accurately.

Industry Increasing ▪ Prior to World War II the state was predominantly agricultural, supported by industries devoted to the processing and handling of farm products. But industry has moved into Virginia, joining agriculture and transportation as major sources of income. Political leadership has historically been on the conservative side, featured by a state government based on a pay-as-you-go policy. Thirty-two independent cities have governments completely independent of the counties in

Virginia growth in business and industry 1947-48 to 1958-59*

State leads the national rate of growth average in 23 of 26 economic indicators

		Increase
MANUFACTURING		
Value added by manufacture	U.S.	90%
	VA.	103%
Number of manufacturing establishments	U.S.	24%
	VA.	21%
Number of large manufacturing establishments (20 or more employees)	U.S.	15%
	VA.	17%
Manufacturing employment	U.S.	12%
	VA.	19%
Manufacturing payrolls	U.S.	97%
	VA.	103%
RETAIL TRADE		
Retail sales	U.S.	53%
	VA.	67%
Number of retail trade establishments	U.S.	1%
	VA.	3%
Retail trade employment	U.S.	24%
	VA.	31%
Retail Trade payrolls	U.S.	59%
	VA.	86%
WHOLESALE TRADE		
Wholesale sales	U.S.	50%
	VA.	71%
Number of wholesale establishments	U.S.	17%
	VA.	27%
Wholesale trade employment	U.S.	13%
	VA.	5%
Wholesale trade payrolls	U.S.	59%
	VA.	64%
SERVICE TRADE		
Service trade receipts	U.S.	143%
	VA.	147%
Number of service trade establishments	U.S.	46%
	VA.	56%
Service trade employment	U.S.	38%
	VA.	45%
Service trade payrolls	U.S.	116%
	VA.	143%
MISCELLANEOUS		
Life insurance in force	U.S.	172%
	VA.	230%
Motor vehicle registrations	U.S.	91%
	VA.	98%
Bank deposits	U.S.	58%
	VA.	77%
Production of electric energy	U.S.	158%
	VA.	245%
Personal income	U.S.	101%
	VA.	115%
Per capita personal income	U.S.	64%
	VA.	81%
Cash farm income	U.S.	10%
	VA.	7%
Population (1950 to 1960)	U.S.	18%
	VA.	20%
Number of housing units (1940 to 1960)	U.S.	57%
	VA.	77%

*Data compiled by Virginia Chamber of Commerce from U. S. Dept. of Commerce

Richmond, Virginia's fast-growing capital city, combines the historic past with the bustle of modern industrial development. Skyline view shows some of its factories and warehouses as well as the skyscrapers of the central city.

which they are located.

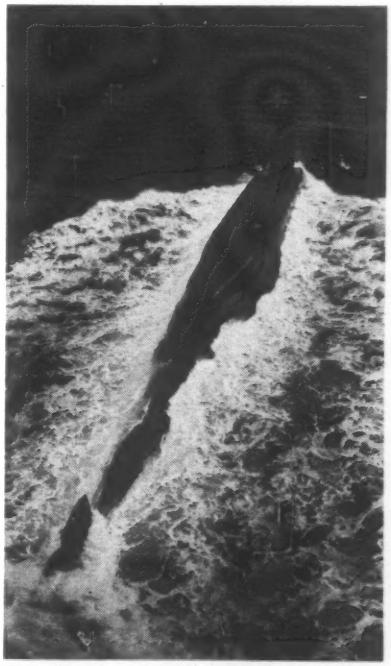
American industry was born at Jamestown in 1607 when settlers searched for metals, precious and functional. A glass factory was built first. Bricks were being made by 1611. A foundry with 40 workers was set up in 1619. Today Virginia plants are turning out complex computers, synthetic fibers (it leads all 50 states in production), nuclear reactors, paper and packaging products, chemicals, pharmaceutical products, aluminum items, commercial and military ships, aeronautical devices and textiles.

This is the market of four million people whose income is rising at a faster rate than the national average. Virginia's manufacturing, retail and wholesale trade, service industries, motor vehicle registrations and bank deposits and housing units are rising (see chart page 106).

The largest single source of income in Virginia is government—federal state and local. With the Pentagon on the banks of the Potomac and the entire seat of national government across the river in Washington, about 225,000 people have civil jobs. Another 150,000 are employed by the military, including civilians, mainly around Norfolk.

Tourist Millions ▪ The roving millions who inspect Virginia's relics, admire its scenery and patronize its motels and hotels, will spend before 1961 is ended perhaps $700 million. They worship at historic shrines, gape from Blue Ridge and Allegheny mountain lookouts and take part in the events of the four-year Civil War centennial.

Virginia is justly famed for its 28 universities and four-year colleges. They lack the 10,000-and-upward enrollments of institutions in other states where husky, bowl-minded youngsters fill vast stadia, but the quality of their curricula and professors is unsurpassed. College of William & Mary was founded in 1693 and Wren Bldg. is the oldest academic building standing in the U. S. Washington & Lee is administrator of the DuPont radio-tv awards.



The atomic powered U.S.S. Robert E. Lee boils through the water during its trials near the Tidewater area. It was built by Newport News Shipbuilding and Dry Dock Co.

University of Virginia has emphasized its academic program since Thomas Jefferson served in 1819 as its founder and first rector. Its nuclear laboratory and other halls house leaders in the sophisticated sciences. Similarly Virginia Polytechnic Institute at Blacksburg has a nucleonics laboratory. Its educational and athletic rival, Virginia Military Institute, was the first state military college in the nation. The colleges are renowned for their scholastic achievements.

Virginia's institutions are scattered all over the state. Their branches and extension courses meet the educational needs of a commonwealth thirsty for knowledge. Two medical colleges—University of Virginia and Medical College of Virginia—top their field.

Old Virginia is infused with the newest in industry, commerce and the arts. Its Dulles airport, southwest of Washington, will open in 1962 as the world's largest. Its lengthy Chesapeake bridge-tunnel will take motorists out of sight of land. Its interstate highways will enhance an advanced state-operated road system.

In all this progress, the state retains its beloved official song—Carry Me Back to Old Virginny.

Ship, railroad, coal industries growing

FARMING, FISHING ADD INCOME; LABOR CLIMATE FAVORS FACTORIES

A few days before the carrier *Enterprise*, world's largest and most powerful military machine, was turned over to the Navy, the man who built it gazed out over a mile or so of docks, derricks, soon-to-be submarines and the other equipment in the world's largest shipyard.

"You think ships are on the way out?" William E. Blewett Jr. snorted in a way familiar to those who have dealings with the president of Newport News Shipbuilding & Dry Dock Co.

"There'll always be surface ships. They're the cheapest haul. And ships will wear out and become inefficient. Naturally, the Navy will always have ships and ship repair is an important local industry."

Floating Airport ▪ Outside his office building the biggest thing ever plopped into the ocean by man stood 23 stories high, a $200 million floating airport. The *Enterprise* is the first atomic-propulsion carrier. It can go around the world 20 times—as far as earth to moon—on a single shot of atoms.

If you're not very smart about ships and inclined to worry about the future of shipbuilding or Mr. Blewett's yard, don't. "We have a $500 million backlog that will take us through 1963," he said. "Over 300 new freight and passenger-freight ships will be built in the next 15 years." He didn't say it, but nobody doubts the Blewett shipyard will get its share of this business because Newport News ships are rated by many marine experts as the finest afloat.

The yard is building nine atomic submarines and a submarine tender. The subs run around $25 million each. Nine cargo ships and one tanker are under way. The plant employs 18,400 people, according to a pre-Thanksgiving count. "We're paying the community $100 million this year," Mr. Blewett said. Peninsular Shipbuilding Assn., an independent union, represents the workers. Pay is high and the strike-free record is probably unsurpassed in big industry.

Roanoke Viewpoint ▪ Shipbuilding is a centuries-old business. So is railroading. In Roanoke some 250 miles west of the Newport-Hampton-Newport News-Portsmouth area, easily the most populous in the state, another Virginia businessman took a rather tolerant attitude toward a hint that railroads might someday be a shaky phase of the Virginia economy.

Stuart T. Saunders, president of the nation's most profitable railroad, directed the spending of $1 million in area development in 1960 as the Norfolk & Western went hunting for new plants and industries. "We originate 14% of the coal produced in this country and handle much more than that," he said. "We've spent $65 million on port facilities at Norfolk and have the largest grain facilities on the Atlantic seaboard. We've ordered 1,000 85-ton coal hopper cars from our Roanoke shops. We're spending or authorizing $57 million in 1961 for new equipment and facilities."

N&W, richest of all railroads, pays for this in cash. It absorbed the Virginian line two years ago and its pending Nickel Plate-Wabash merger and lease plan would take it from 2,700 to 7,000-plus miles. N&W's stock has a market value of $809 million compared to $194 million for the Pennsylvania. Last year's N&W profits totaled $61 million after taxes, tops for the nation. The line employs 8,000 in Virginia and is the state's second largest taxpayer. Last Nov. 12 N&W broke its own record by dumping 1,326 cars of coal into 11 ships and barges at its Norfolk docks.

The rapid-talking man who directs all this railroading excitement is strictly an optimist as he looks into the future. But he's also a planner, a negotiator and a trader. "This is a great and growing territory," he said, "and the N&W is helping it grow."

Expanding Business ▪ A casual observer might wonder about an economy so dependent on what are sometimes referred to as three question marks in today's industry—shipbuilding, railroading and coal. But all are expanding with the nation's and Virginia's industries. Coal is enjoying a heavy foreign demand—in one late summer month N&W loaded 45 ships with coal for Japan. Coal is in demand by industry, especially electric power plants. Virginia is the sixth ranking coal state.

But ships, railroads and coal are only part of the Virginia economic story. The newer scientific industries—electronics, computers, nuclear, synthetics—are appearing all over the state. The pay is above average and each new plant brings in satellite and supply industries. Over 400 major plants were established in the last decade. Electric power generation has tripled at Virginia Electrical & Power Co. and Appalachian Power Co.—from 350 million kwh to nearly a billion. Over $100 million in highway contracts has been allotted recently.

Factory employment hit an alltime peak of 283,600 in September. Retailing jobs went up 31% in a decade.

Fish Processing ▪ With all that water, Virginia has a big fishing industry employing 10,000 plus processors. The catch runs $25 million a year, includ-

The Eastman Corporation plant in Virginia's triangle area employs 8,500 persons. It is located just across the line in Kingsport, Tenn. and is one of the nation's biggest makers of chemicals and plastic materials.

WTVR CONTINUES TO DOMINATE

IN RICHMOND—"VIRGINIA'S CAPITAL CITY"

NOW! 48.3%*

*Source: Nielsen, July 1961

AVERAGE SHARE OF AUDIENCE SIGN ON TO SIGN OFF

WTVR audience is NOW greater than Station "B" by 63%

WTVR audience is NOW greater than Station "C" by 130%

and

WTVR delivers 65% more homes than Station "B"

WTVR delivers 94% more homes than Station "C"

More than ever before, your best buy in RICHMOND

CBS TELEVISION

The South's First TV Station

WTVR CHANNEL 6

RICHMOND, VIRGINIA

Represented by Blair Television Associates

SHIP, RAILROAD, COAL INDUSTRIES GROWING continued

ing the succulent Chincoteague oysters. Virginia's oyster harvest is tops in the U. S. and a fourth of the Atlantic-Gulf total.

Half the state population lives in a chain of communities running from Washington on the Potomac to Richmond-Petersburg and southeast to the Tidewater.

Per capita income was $1,868 in 1960, nearing the national average. From 1950 to 1960 it rose from 76.7% to 83% of the national average, faster growth than that of the southeast or the U.S. as a whole. Percent of nonwhite population dropped from 27% to 21% in the last 30 years due to outward migration of nonwhites and inward migration of whites.

Leading providers of work for Virginians in 1960, according to the Federal Reserve Bank of Richmond, were these industries (by number of jobs): Textiles 36,400; foods 32,900; chemicals 32,500; lumber 24,700; apparel 23,300; transportation equipment 30,-00; furniture 17,100.

Reasons Why ▪ Virginians like to list 10 reasons why it's the best place for industry. Here they are: Nearness to domestic and foreign markets; good labor market and fine labor-management relations, with right-to-work law; ample mineral resources, including limestone and coal; efficient rail and air transport, with ice-free Hampton Roads and deep-water channels reaching 150 miles inland; water riches, both surface and underground; 16 million acres of forests; abundant power and fuel supplies; mild climate; efficient pay-as-you-go state government; unsurpassed recreational, educational and cultural attractions.

The Norfolk & Western Railway, having spent $1 million on industrial development last year, noted that 236 plants were built or enlarged in its territory as a result, with $161 million capital investment. Out of this came 8,464 new jobs, and the multiple jobs that come from each job created.

Many New Plants ▪ Around the state are such new and modern plants as these: A. S. R. Products Corp., employing nearly 1,000 at Staunton in production of blades; United Elastic, employing 1,050 at Stuart in production of webbings and elastics; American Oil, Yorktown refinery; Johns-Manville, Jarratt, 450 empolyes, insulating board; Thomas J. Lipton Inc., tea processing plant at Suffolk, 250 employes who process 15 million pounds of tea (that's 3 billion cups) a year; Sperry Piedmont, Charlottesville, 900 employes, precision equipment; Reynolds Metals, headquartered at Richmond with five plants in state employing 3,-200 in production of aluminum and plastic products; Melpar Inc., Falls Church, electronics, 3,000 employes (down from 6,000 during transition from manned aircraft to missiles-rockets); Brunswick-Balke-Collender, Marion, 1,500 employes producing aircraft-missile components and sports equipment; Babcock & Wilcox, Lynchburg, 800 employes producing nuclear reactors for worldwide market; H. K. Porter Co., Danville, 400 to 500 employes making Disston tools; Dulaney Foods, on Eastern Shore, freezing 15 million pounds of food a year and expanding; Yale & Towne, Salem, 700 employes producing locks and hardware; Crown Cork & Seal, Winchester, serving Shenandoah Valley packers and those in neighboring states; Imco Container (Rexall), Harrisonburg, 130 employes making squeeze bottles.

These are a few of the new and expanding enterprises that appear in a tour around the state. They're close to transport and natural resources. They especially like the tough right-to-work law and willing spirit of Virginia people who turn out a good day's work and rarely strike—qualities these industries claim are responsible for superior products and low costs. Work stoppages are one-fourth the U.S. average.

Plants moving their technical and management people into Virginia find they are happy in the cities and towns with their proximity to seashore, rivers, mountains and other conveniences. Of more than 350 moved from upstate New York to Salem, where one of General Electric's fleet of Virginia plants is located, only one asked to be transferred and he later regretted the step.

Tidewater complex state's largest market

MILLION PERSONS LIVE, WORK, BUY IN CENTRAL CITIES AND SUBURBS

The hallowed waters of Hampton Roads, top-tonnage export harbor of the nation, are surrounded by a market of 1 million people.

A collection of industrial communities draped around and along the harbor and the rivers that feed into it can now be classed among the million-population markets but the 1960 U. S. Census splits the four contiguous cities into two markets—Norfolk-Portsmouth and Newport News-Hampton.

Statistics on cities making up Tidewater

The combined communities of the Tidewater Virginia market, with a population that is expected to reach one million (25 miles out) by the end of 1961, are broken into two major segments by the U. S. Census Bureau.

Listed in the last census, taken in April 1960, are these population figures:

Norfolk - Portsmouth standard metropolitan area, 578,507, a gain of 30% since 1950. Its components: 420,645 in central cities (Norfolk 305,872, Portsmouth 114,773); outside central cities 157,862; South Norfolk, 22,035; Virginia Beach, 8,091; Norfolk County 51,612; Princess Anne County, 76,124.

Newport News-Hampton standard metropolitan area, 224,503, a gain of 44.9% since 1950. Its components: 202,920 in central cities (Newport News 113,662, Hampton 89,258); outside central cities 21,583 (York County).

Figures Prove Point ▪ The claim of the Tidewater area to 1 million inhabitants has solid statistical support. Last year (April) the 1960 census showed a total of 803,010 people in the two statistically separate markets.

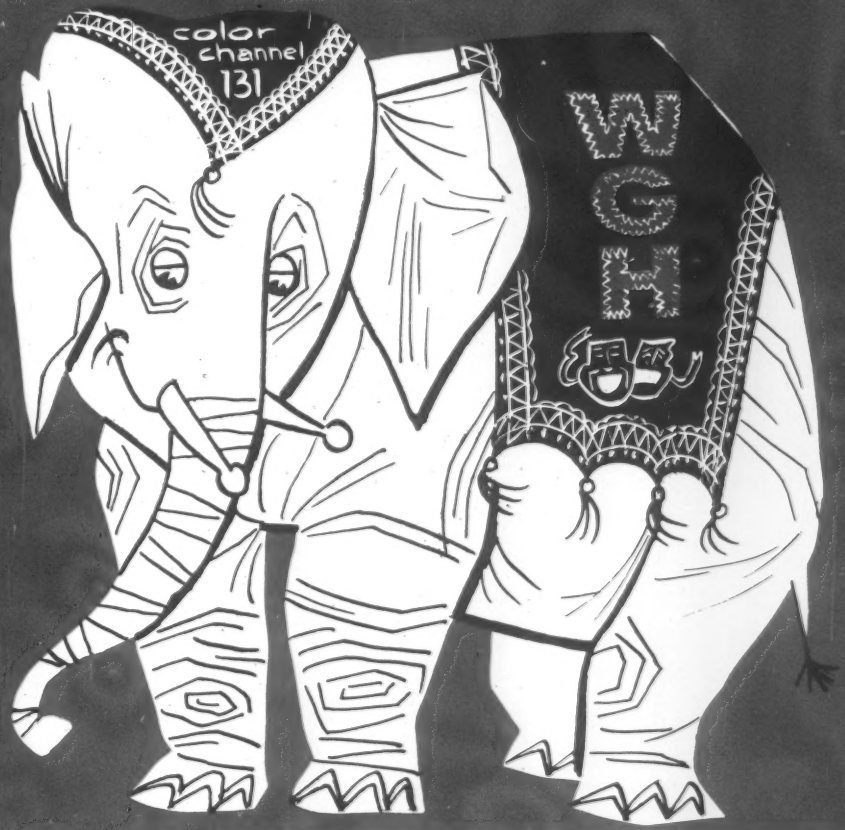
As New Year's Day 1962 approaches, this figure rises to an estimated 840,000, using a growth rate of 3% a year, 30th U. S. market.

But there's more to this landscape than the metropolitan area figures. Reaching out 25 miles from the two main city groups, another 160,000 people live in normal trading range and are an inherent part of Tidewater Virginia, the state's largest market.

The goings-on that lie behind this freak of Washington bureaucracy grew out of Bureau of the Budget and Census Bureau rulings, with political overtones lurking in the background. However, electronic impulses of broadcasting stations ignore the foibles of politics.

Even an astigmatic observer, stand-

TIDEWATER, THE BIG MARKET IN VIRGINIA!
WGH, THE BIG RADIO IN TIDEWATER!



BIG

NEWS STAFF — Seven man staff working around the clock! Radio Press International World Coverage.

PERSONALITIES — "The Swingin' Seven," each with the "Top Rated" show in Tidewater!

RATINGS — Almost as many listeners as the next two stations combined — Pulse (April & May, '61). Number One in Hooper (August & September, '61).

PUBLIC SERVICE — Public Affairs Programs, Editorials.

WGH RADIO

Color Channel 131

REPRESENTED NATIONALLY BY John Blair AND COMPANY

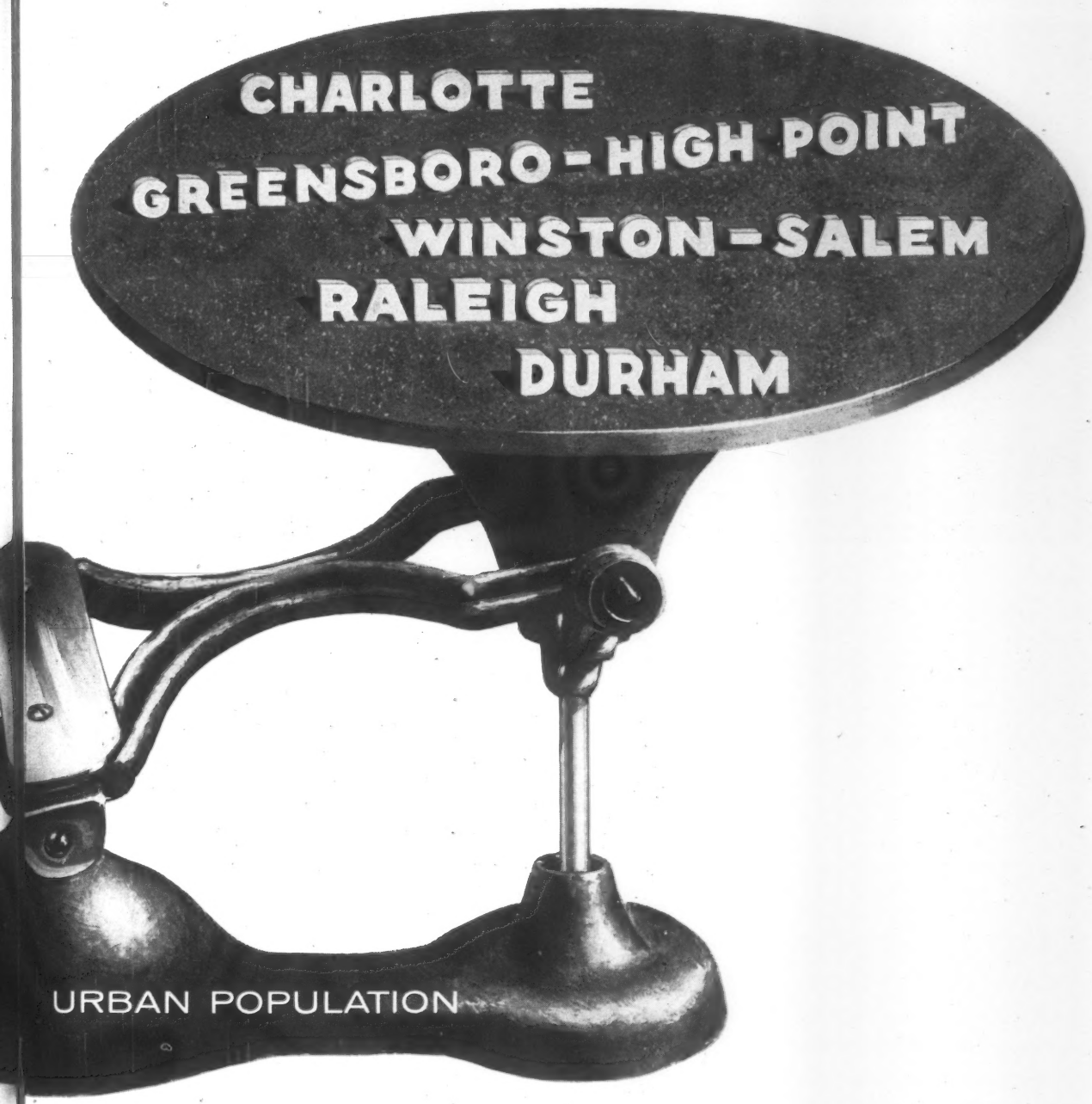
Incredible–but True!

Yes, metro Norfolk-Newport News is greater in urban population than all those metro areas combined (source: *Sales Management's* Survey of Buying Power).

Dig a little in Tidewater Virginia and you'll find other surprises—and a lot of *treasure* buried statistically.

For example, standard market statistics omit many millions in retail sales by the *dozens* of commissaries, post exchanges, shops, clubs, etc., operated here by Army, Navy, and Air Force bases for service personnel, their families, and authorized civilians.

Just the *civilians* employed by federal installations here (greatest military concentration in the world) outnumber all manufacturing production workers in the State of Delaware!

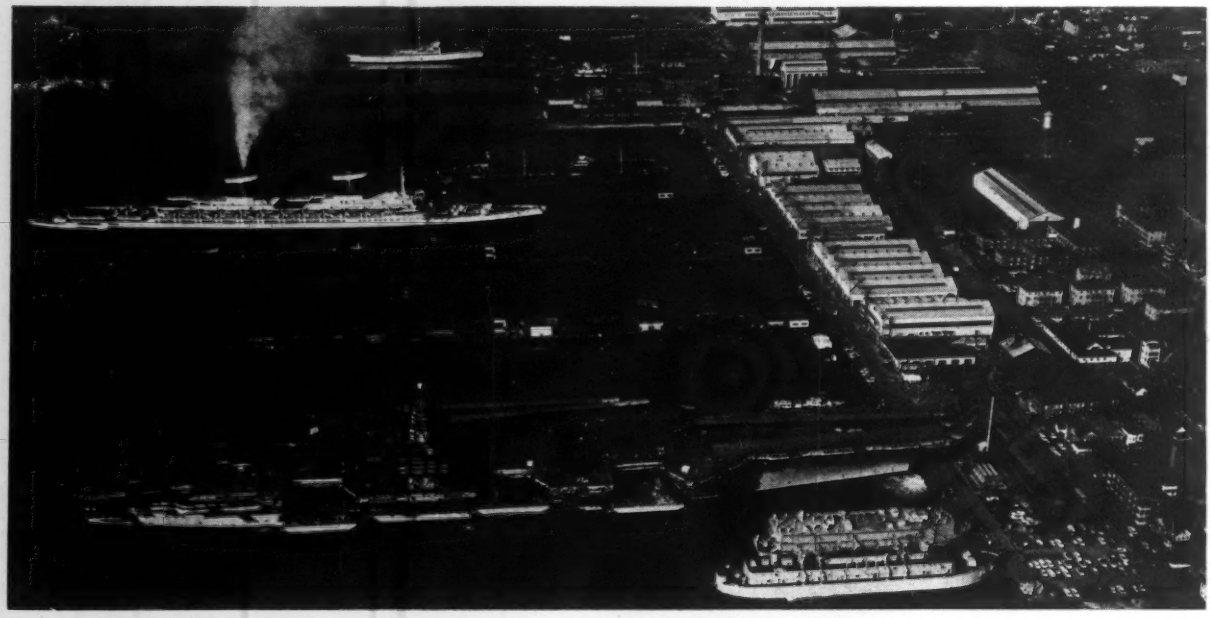


Another hidden plus—of $200 million in effective buying income—lies in the fact that the huge armed forces payroll is largely available for *discretionary* spending.

THIS IS AMERICA'S 30TH MARKET

For more information, write to any of these stations, at Norfolk, Va.

WTAR-TV	WVEC-TV	WAVY-TV
CHANNEL 3—CBS	CHANNEL 13—ABC	CHANNEL 10—NBC



The world famous Newport News shipyards here accommodate both the United States (top) the world's fastest passenger ship and the Enterprise, world's largest vessel. The Enterprise was dedicated November 25th.

ing on the front porch of Hampton's Chamberlain Hotel, can spot Norfolk's Willoughby Spit 2½ miles across tunnel-connected Hampton Roads. But the two federal bureaus in their wisdom have decided these two markets should not occupy the same statistical bedroom, to the confusion of those who do business in the area.

Business Boosters ▪ If the census definitions are fouled up, the business indicators aren't. The market has Virginia's largest industrial unit, the Newport News Shipbuilding & Dry Dock Co., employing over 18,000; a military payroll of $400 million; a total spending of roughly $5½ billion in 1961; bank debits of $5½ billion; a population growth 2½ times the national average; a fourth of the total population and purchasing power in Virginia.

Things are popping as the area rides the crest of the general southward movement of industry. Air and auto explorations plus extensive forays into government and commercial agencies provide a revelation in community progress. Old Norfolk, once famed for its slums and sailor-teasing morals, now presents an attractive and modern civic facade. The slums have been blasted, making way for new municipal and commercial palaces. New, wider boulevards are being cut through areas that angered venturesome motorists who hazarded the once skimpy water crossings en route to a shore vacation.

Pace for Progress ▪ Tidewater Virginia has assumed a new look in the last decade, setting the pace in the Southeast for civic progress. New industrial plants are strengthening an economy once highly dependent on the sprawling military bases and the coming and going of naval vessels.

A few miles east of the relatively new Hampton Roads bridge-tunnel connecting Hampton and Norfolk there are miles of piers and tubes that two years from now will provide a short cut from New York to Florida. This 17-mile bridge-tunnel, costing $200 million, will speed the Tidewater boom and open up the rural Eastern Shore peninsula. The James River bridge and other tunnels to the Portsmouth area provide fast, easy access to this once semi-isolated metropolis.

From a United Viscount entering the Norfolk airport's landing pattern an interested gazer can see the homes and working centers of 800,000 people. Richard L. Woodward Jr., president of Tidewater Virginia Development Council, put it like this: "The mass market, considered properly as a unit, has a strength unknown to those who cannot

Statisticians take a new look at old Virginia

Population rose 20% in the '50s—from 3.3 to 3.97 million. Right now it's past the 4 million mark.

Employment—1.45 million people employed.

Manufacturing — Increasing 7% per year (by value added). Now ranks fourth among 11 southeastern states (over $2 billion in 1958). Leading products are textiles, food, chemicals, lumber, apparel, transportation equipment, furniture, tobacco, pulp and paper, metals. Leads U. S. in output of synthetic fibres.

Tobacco — $81.7 million crop, 142.5 million pounds in 1960. Total value of manufactured product, $1.3 billion. No. 2 tobacco state.

Farming—Marketing plus federal payments, $477 million in 1960. Dairy products, poultry-eggs, cattle, tobacco, fruits-vegetables are main products.

Services—Over $500 million a year, up 64% from 1954 to 1958.

Commerce—Wholesaling and retailing totaled $7.2 billion in sales at last count (1958), split about half-and-half. Retailing in 1961 expected to be close to $4 billion if holiday season is good.

Per capita income—$1,848 in 1960, exceeded only by Florida in entire Southeast.

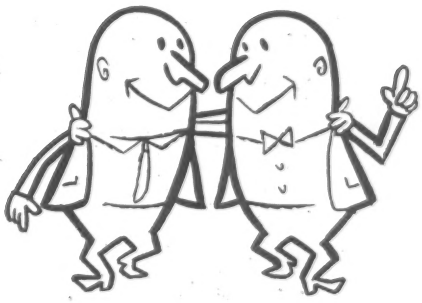
Natural resources — 26 million acres of land, ranging from 4,000-ft. mountains to extensive tidewater area. National forests cover 1.5 million acres. Shenandoah National Park, Blue Ridge Parkway, 800 miles of shoreline. Lots of water, ample rainfall. Mild weather. Vast areas of inland water.

Economic growth—Virginia leads national growth rate in 23 of the 26 key economic indicators (see p. 96).

IN THE NORFOLK AREA

DON'T MISS

WVEC AM-FM



RADIO COMPANION

TO

WVEC-TV

abc

1490 KC
101.3 MC

NBC

allow their thinking to spring beyond the boundary lines of their individual cities or counties."

Radio-Tv Help ▪ The council and broadcasters (Norfolk-Tidewater Television Market Council) cooperate in joint promotion of this market. New industries are being brought in and old ones encouraged to expand. The Tidewater message is being spread around the nation but it takes time to accomplish the dissipation of misconceptions.

The development council embraces the area extending from the northern edge of the Virginia peninsula on the Atlantic Coast to South Norfolk, Portsmouth and beyond. Newport News and Hampton have their own Peninsular Industrial Commission. The two groups compete for new industries but cooperate in the joint effort to promote the entire area.

This educational process shows signs of important results. The Tidewater market celebrates its 355th anniversary Dec. 20, paying tribute to the courage of Capt. John Smith and Christopher Newport who arrived in 1606 in three tiny ships.

The area had every known natural gift except mountains when the settlers landed at Jamestown — wide rivers, bays, one of the world's finest natural harbors, fertile soil and plentiful water supplies.

Yet 355 years later Mr. Woodward looked into the future this way, "The Tidewater really is only in the cocoon stage. With the new transportation facilities it will burst forth as an economic power beyond our fondest dreams a decade ago."

Big Boom Ahead ▪ With Clarence H. Osthagen, vice president-executive director of the council, he has fought and overcome widespread apathy to acceptance of industrial development as a joint area objective. Now the market is fondling hopefully a proposed title, "Manhattan of the South." The 18 subdivisions of the area will reach 1½ million people in a breeze by the time the next census is taken in 1970, the two development leaders believe. And they're thinking of 2 million by 1975, with perhaps a little help from trade-connected communities in nearby North Carolina.

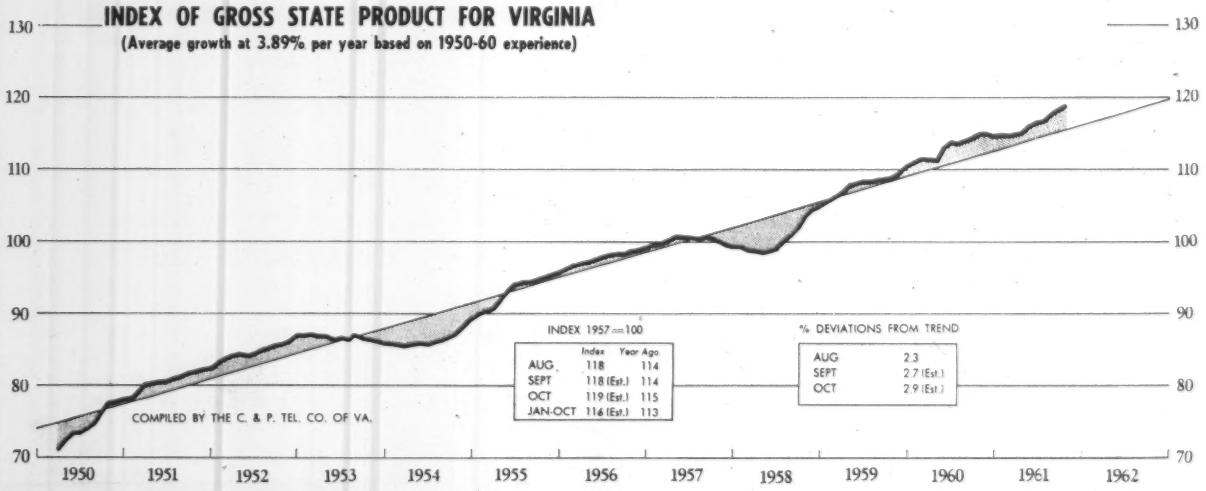
"The Hampton Roads bridge tunnel opened the door to markets of the West," Mr. Osthagen said. "Now the Chesapeake Bay bridge-tunnel will eliminate the barrier to the North. The area will be the main mid-point truck terminus for the eastern seaboard. Trucks will dodge Washington and Baltimore to save 70 miles of extra travel." All this will strengthen the Tidewater's role as a distribution center and focal point for shipping lines that reach out to all the world.

Virginia's biggest employer is William E. Blewett Jr., president of Newport News shipbuilding plant. His company's latest is the new aircraft carrier "Enterprise," now in service.

New plants keep coming into the market. Here are a few of the recent entries—General Mower Corp., Campbell's Photo, Star Band Co. employing 800, Gordon Paper, Diesel Injection Sales & Service, Tabet Mfg. Co., Tidewater Oil, Lone Star Cement, Atlantic Cement, Universal Atlas Cement (U.S. Steel), Sunnyland Refining (margarine), Newark Packing, Economy Stores distribution center; Colonial Stores distribution; new American Oil $30 million refinery at Yorktown; Lipton Tea $2 million; Dow Chemical $15 million fiber plant; Cargill grain elevators; expansion at Ford assembly plant. The names go on and on—Union Bag Camp Co.; Phillips Petroleum; Maida Development (capacitors), Boykins Narrow Fabric, DuPont's St. Joe Paper Co.

Few Labor Problems ▪ The strike record is exceptional. When Ford workers were involved last fall in the nationwide strike, they voiced no complaint on labor conditions, according to local businessmen. Instead they like to say, "Norfolk Fords are the best Fords," a pride also apparent at strike-free Newport News shipyard where management and workers boast they make "the best ships in the world."

This fastest-growing city on the Atlantic Coast is currently embroiled in an annexation project. Norfolk would be pleased to join into a single municipality with Princess Anne County and Virginia Beach, whose growth patterns are among the swiftest in the nation. The voters will decide Jan. 5, 1962. Next logical step, Norfolk believes, would be one big independent city covering all the communities and finally a single metropolitan unit comprising



Largest source of export tonnage at nation's No. 1 export port is the Norfolk & Western Railroad. Stuart T. Saunders is president of this coal-hauling and profitable carrier.

the adjacent trade area. Princess Anne County, incidentally, grew 165% in the last decade. And new housing is breaking all records in the market.

New Building ▪ The Norfolk rehabilitation project, most ambitious in the South, developed a decade ago as modest shame at the sight of slums developed into downright indignation as property values started to drop and parking space simply didn't exist. It was either rebuild, or else. Now Norfolk has the $6.5 million Golden Triangle Hotel, part of a huge medical center, low-cost housing, vast new library, lower court building and public safety center, part of a $15 million municipal center. A 15-story maritime tower is in the works. Luxury apartments and low-cost housing are being extended. The government spent $230 million in new facilities in the decade and a 400-acre industrial park was developed.

The naval contribution to the Tidewater economy adds up to more than $400 million a year, based on final 1960 figures. This includes $158 million civil service; $79 million shore-based military; $123 million fleet based military; an estimated $50 million in allotments.

And there's a surprise package in all this packet of pay from Washington—the payroll of naval personnel has over 40% more buying power than comparable civilian pay due to added allowances and benefits—a $200 million hidden payroll available for discretionary spending.

For students of marketing, the Tidewater market offers a dramatic display of spending any time the fleet's in, or any unit of the fleet. A day or two after a ship has anchored or tied up the Tidewater stores have collected as much as $25,000.

On-the-base strength of naval civil service personnel totals in the neighborhood of 30,000. Then there are around 15,000 military folks who are shore-based, and over 50,000 in fleet commands based offshore along with an estimated 27,000 naval families.

Biggest Store ▪ The commissary and post exchange business is huge, one selling $80,000 on a recent day. The Naval Supply Center, serving the fleet, is the world's largest store and it could tuck a hundred supermarkets in one corner.

All the naval facilities plus the Continental Army Command, NASA and other military units add a direct half-billion dollars to the market. Then there are 27,500 retired from the military, most with private jobs, and the large numbers of civilians who serve in the active reserve.

The Norfolk & Western Railway is putting $25 million into new coal piers, the state another $16 million into general cargo piers. Thirteen new public schools were completed this year at a cost of $10.3 million. Shopping centers are showing up all around. A new tunnel is being built under Elizabeth River. The C&O has extensive terminal facilities to handle the heavy traffic moving over its lines.

Tonnage Heavy ▪ Harbor tonnage totaled 15.4 million tons in the first half of 1961, compared to 21.4 million for New York and it is described as ice-free in winter.

Newport News and Hampton are growing fast, along with nearby towns as well as the adjacent peninsulas abounding in the Tidewater. Colonial

Richard L. Woodward Jr. (l), president, and Clarence H. Osthagen (r), vice president and executive director of the Tidewater Virginia Development Council, regional promotional agency.

Williamsburg drew 405,000 registered visitors in the first nine months of 1961. Total annual visitation is estimated at 850,000. Bank deposits at the colonial shrine exceed $12 million compared to $8.6 million in 1954. Since 1928 the assessed value of Williamsburg property, spurred by the Rockefeller restoration, has risen from $1.2 million to $14.7 million.

Little Smithfield, with 3,000 people, ships up to $75 million worth of meat (including the peanut-fed hams) and Suffolk's peanuts contribute millions to the economy.

That's the way it's going in the Tidewater. Yet a world-renowned advertising agency allocates its Newport News-Hampton media budget to the Richmond territory, nearly 100 miles away, instead of Norfolk, barely three miles distant.

The Smith-Douglas Corp. fertilizer plant near Norfolk is one of the nation's largest. Availability of raw material and ease of shipping make the location ideal for many types of factories supplying the eastern U. S.

Historic Richmond, site of 500 factories

HALF MILLION PEOPLE PROSPER IN CAPITAL, PETERSBURG, HOPEWELL

Richmond, capital of Virginia, and its neighbors—Petersburg and Hopewell—boast more symbols of past glories than any city in the state. But historic Richmond must be viewed in 1961 not as a shrine but as a metropolitan area of more than 500,000 persons.

Misty memories of the past are present all along Monument Avenue and around the Capitol. Battle sites abound. These symbols of other decades fall into perspective, however, in a drive around the seven hills. All is changing as Richmond assumes the economic aspect of the missile era.

Convention Center ▪ Industries—500 of them—decorate the shores of the James River at its fall line and spread out beyond the suburbs. A towering medical center pierces the downtown sky. It will be enlarged. The hotels are being modernized to draw conventions and to serve the thousands of visiting businessmen who call at offices and plants.

Reynolds Aluminum has one of the most modern buildings found anywhere to serve as headquarters for its vast operations, including five Virginia plants. This metallic palace lies outside the central city. Like other cities, Richmond is developing its perimeters and at yearend was involved in a move to merge with populous Henrico County's 120,000 residents.

Tobacco Center ▪ Old Tobacco Row still knows no equal in the production of cigarettes. It turns out in a year enough cigarettes to reach 10 times to the moon and return—113 billion in 1960. Richmond has a dozen tobacco plants and 100 warehouses, storing, processing and packaging the fragrant leaf for the world. It claims production of one out of every four cigarettes manufactured—all this in one city and environs. This runs up to a billion dollars a year in tobacco products and $38 million in wages.

Tourists enjoying Civil War Centennial events—and they'll be going on another three years—can see Tobacco Row, DuPont, Reynolds, Allied Chemical and other modern industries in the Richmond-Petersburg-Hopewell area—that is, if they're looking for the new and economic side of this northern headquarters for the Southeast's business. They can see railroad shops and yards, ships, fleets of trucks and airplanes. All are part of the facilities serving plants turning out $1½ billion in manufactured products a year.

A wholesale center, Richmond has 775 wholesale plants with annual sales of $1¼ billion. Their merchandise fans out into a wide market. And more than 3,500 retail stores serve this market of a half-million people.

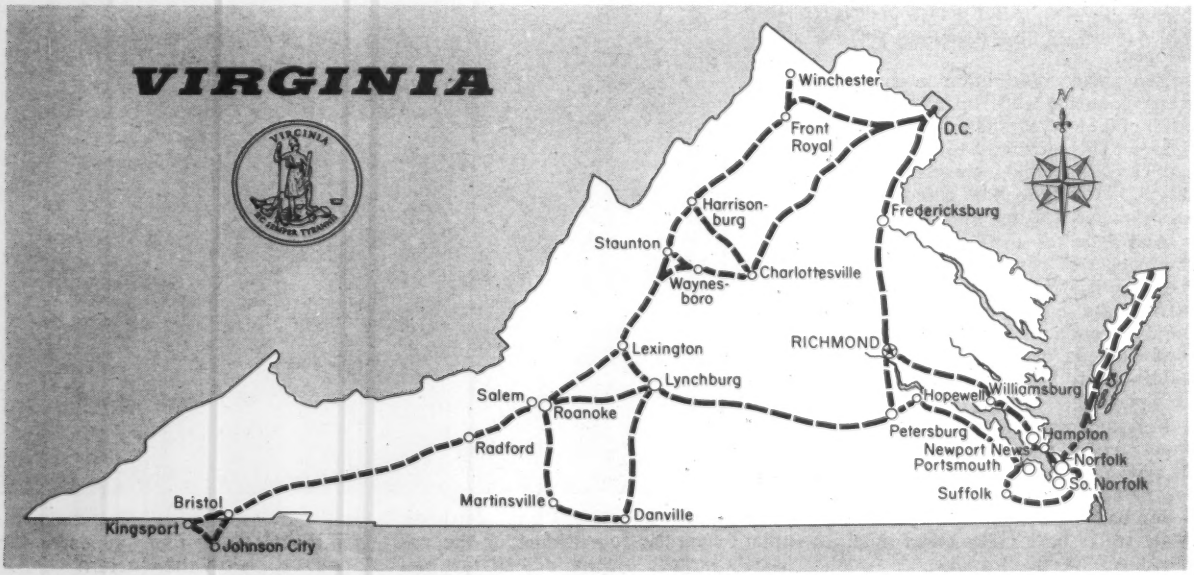
Half Million ▪ An independent city, Richmond consists of 410,000 people who live in the metropolitan area (including Henrico and Chesterfield counties). Add 40,000 at Petersburg, 22 miles away, another 20,000 at Hopewell and other communities in the immediate trade area and the total at year end reaches around 520,000. And of course the population in a wider radius raises the figure impressively, depending on the arbitrary boundaries drawn in the

Industry, commerce well blended into beautiful Virginia landscape

The hard economic facts of modern Virginia escape the monument-hunting tourists who roam its coastal plains and western hills. These facts can best be discovered by a month of travel around the mountains, valleys and plains, with attention focused on industries, commerce and growth (itinerary below).

Seen from plane, auto and train, Virginia is revealed as a modern and progressive state. Its business leaders are abreast of, often ahead of the national pace. This route, taken by J. Frank Beatty, senior editor of BROADCASTING, included nearly all of the important markets and communities.

This review of the Virginia, 1961-62 model, is based on over 2,000 miles of travel, hundreds of interviews, probing into governmental and private economic sources, and inspection of many major enterprises. It is one of a series of regional and major market reviews by BROADCASTING.



Double Exposure

It's no accident to WXEX-TV advertisers. They not only put their commercial messages before an unsurpassed Central Virginia audience, but also get energetic follow-up with in-store merchandising and unceasing promotional activity by a staff of trained merchandising experts. That means getting the message across to consumers with double impact, right at the places they buy: drug stores, food stores, supermarkets.

See us about Community Club Awards, too. Maybe you'll *triple* expose.

WXEX TV NBC
RICHMOND, VIRGINIA

Tom Tinsley, Pres.; R. C. Embry, V.P.; REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYRES in the South and Southwest.

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1ST in PULSE and HOOPER

ROANOKE

Average Hourly Share 50.1%

7 AM-6 PM Hooper '61
No. 1—14 out of 18 hours
6 AM-12 Midnight Pulse '61
Roanoke's only 24 hour station

WEET

2ND in PULSE Afternoon

RICHMOND

Check your ratings and your rates for the big new buy in modern Richmond RADIO-WEET!
Call Ted Court 353-6641.

SAVE IN BOTH

Save in both markets with one combination buy on 2 of Virginia's 3 top markets!

EXCLUSIVE STATIONS FOR
COUPON JAMBOREE

BURT LEVINE, PRES.
NATIONAL REPRESENTATIVE
JACK MASLA, INC.

heavily settled region. Richmond claims the title "34th largest U. S. market." Charlottesville, 30,000, and Fredericksburg, 14,000, have close market ties.

With the 5th district Federal Reserve Bank, Richmond serves as an important financial center for the Southeast. Its manufacturing and employment is rising steadily. Urban renewal is under way. A recent $2.25 million grant and $3.95 million loan from the Urban Renewal Administration will enable clearing of another site, 155 acres, for residential, public and industrial development. A score of insurance companies based in Richmond invest in area commerce and industry. As capital it serves as nerve center for the state.

Record Employment ▪ Some all-time employment records are being made in the waning weeks of 1961 and the year is better than 1960. The recent depression left little impact. Unemployment is half the national rate. State, local and federal governments are stabilizing economic influences.

Petersburg is about 25 minutes away by the new toll road. Its 40,000 residents and its commercial ties are part of a metropolitan complex of 100,000. Dinwiddie County has 60,000. The way Richmond and Petersburg are spreading, they'll be talking merger one of these days. Petersburg has tobacco, optical, boat, luggage and other industries.

Adjacent Hopewell, a few miles northeast of Petersburg, is mainly supported by such industries as Allied Chemical (world's largest nitrogen plant), Hercules Powder, Continental, Firestone Synthetic Fibers, Air Products and others. It's about 23 miles southeast of Richmond.

The tri-cities of Richmond, Petersburg and Hopewell cherish their historic roles but talk of past centuries has given way to common pride in industrial progress, new roads and market growth, as broadcasting, highways and other common interests draw them closer. In any case, Richmond needs some of Henrico County's land, people and facilities. Golfers at Glenwood Golf Club start off the first tee in Henrico County, the second in Richmond and back to Henrico for the third hole. All but a small proportion of jobs in Richmond-Henrico are provided by Richmond.

POULTRY, TOBACCO ARE BIG

Agriculture brings state about $450 million annually; Richmond biggest cigarette center

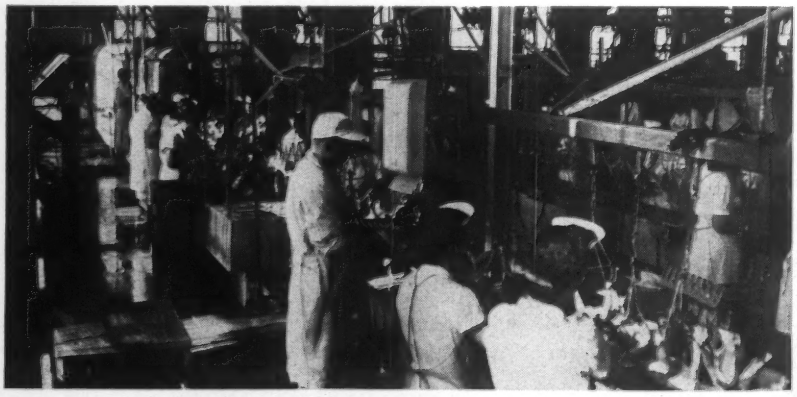
A few miles west of U. S. 11, a main northeast-southwest highway in the Shenandoah Valley, the world's largest poultry plant had a good run of turkeys just three days before Thanksgiving.

Before the day was over 14,600 gobblers had been processed on the mass-production lines of Rockingham Poultry Marketing Cooperative. Another 32,000 chickens had come off the conveyor belts that day, according to Durwood E. Whitmore, co-op sales manager.

Big Processors ▪ These weren't turkey or chicken production records at the co-op, which can run 80,000 upward turkeys a week (78,000 the week before Thanksgiving) and 80,000 chickens in a single day.

The poultry industry, with its world-famed Rockingham production, is only a segment of Virginia's agriculture. Total agricultural income in a year is about $450 million, poultry providing an important share of the total. The valley alone markets 150 million chickens a year.

The love of people for the aromatic fumes exuding from the tobacco leaf



At the big Rockingham Poultry Marketing Cooperative 80,000 chickens can be processed in a single day. Each bird is carefully inspected.

has long been a big source of income for the state of Virginia. This billion-dollar contribution to the economy owes its start to a few small bags of seed brought into the Tidewater surreptitiously from Spanish Caribbean islands just three-and-a-half centuries ago. The seeds were planted in 1612 on the farm of John Rolfe at Jamestown.

That started an industry that saved a colony about to be abandoned.

Wears Out Soil ▪ But tobacco tends to cause tired soil, so the colonists moved westward to the James River fall line where Richmond stands and farmed fresh ground. They spread on into western Virginia and into the Carolinas, and then into Kentucky. But even tired soil was good for some types of bright tobacco, a principal ingredient in cigarettes.

While magic machines turn out literally miles of cigarettes a week, there's still plenty of hand labor and a quarter-million people join the regular labor force at harvest time. Auctions are held in 18 cities. Farmers' income for their crop is nearing the $100 million mark ($82 million in 1960). Tobacco factories hire 15,000 and have a $50-million-plus payroll.

The seven cigarette factories, concentrated in Richmond, turn out around 120 billion cigarettes a year, plus 25 million pounds of smoking tobacco, a million pounds of chawin' 'backer and 125 million cigars. The total value of tobacco goods is over $1.3 billion. Virginia's tobacco output is exceeded only by North Carolina.

With all the mechanization and movement into cities, farm products are still big money-makers in this state once noted mainly for its rural economy (139,100 jobs in 1960; 9% of labor force compared to 13% in 1950). Main contributors besides tobacco are cattle, $75 million; hogs (including the dreamy Smithfield hams) $45 million; broilers $36 million; turkeys $15 million (the 1961 prices are low); eggs $31 million; daily products $120 million; corn $55 million; hay $60 million; peanuts $25 million; apples $17 million; truck crops $17 million.

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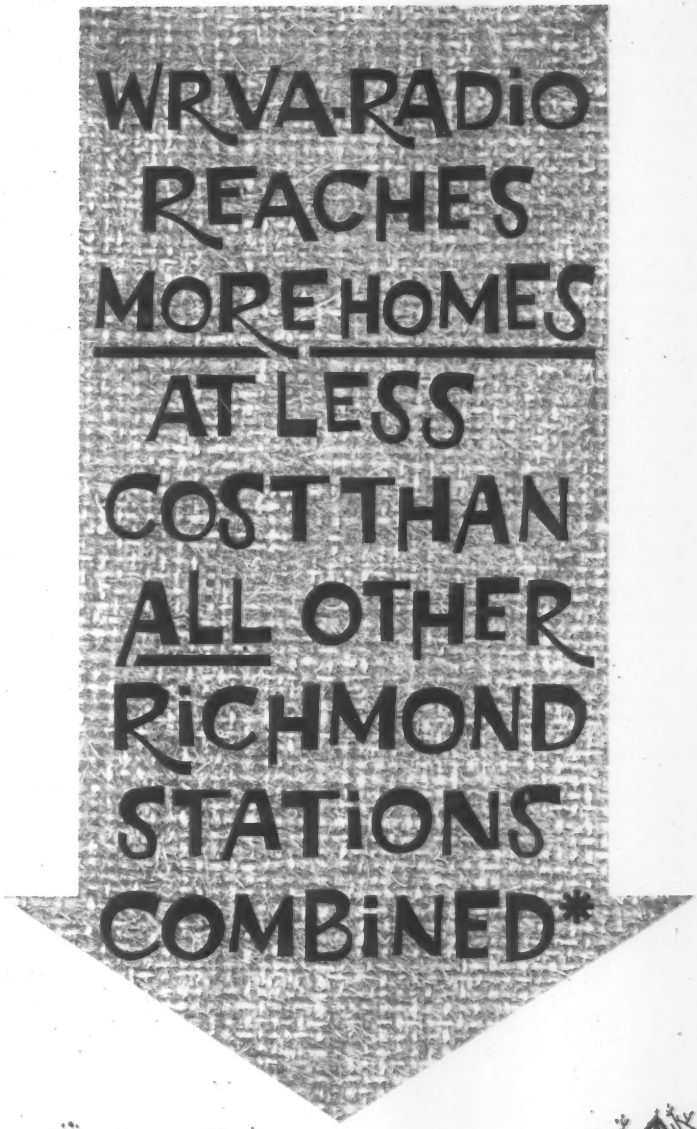

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WRVA-RADIO

50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia

National Representative: **PETERS, GRIFFIN, WOODWARD, INC.**

Roanoke builds for prosperous '60s

NEW SEALTEST MILK, MADISONIT KNITTING PLANTS SET PACE IN '61

The factory and railroad city of Roanoke, focal point for a metropolitan population of 160,000 and largest Virginia city west of Richmond, is pushing ahead with a combination industrial development and municipal preening job.

This forward movement contrasts with 1958, when the mountain-surrounded market faced two problems—switch of the Norfolk & Western Railroad, with headquarters and shops in Roanoke, to diesel locomotives, and closing down of the American Viscose Corp. rayon plant because rayon was yielding popularity to the newer synthetics.

The switch to diesels cut into employment at the N&W shops. At the time Roanoke was in a growth pattern that is still under way. Over 25,000 people had moved in during a 10-year period. General Electric's 2,300-employe plant at Salem, and other industries had provided work but the city's businessmen felt the need to find more jobs.

Roanoke's commercial and financial influence extends as far as Bluefield, W. Va., for example, spreading in all directions. Half of the business of larger stores comes from outside the immediate metropolitan area.

Upward Trend ▪ Three years after the 1958 setbacks Roanoke has over 200 industries with $82.5 million in annual payroll. Growth has been consistent and selective in this largest market beyond the coastal plains.

Roanoke is winding up 1961 with a new $1½ million Sealtest plant under way, a new Madisonit knitting plant, downtown razing to provide parking space, extensive new shopping centers, and chain stores entering in quantity—always a good sign. Appalachian Power is building a $50 million dam starting about 20 miles out. It will have 600 miles of shoreline in two lakes and be completed in 1963, said William P. Booker, Roanoke district manager. Private investors have taken over the old American Viscose plant for an industrial park. N&W and Appalachian Power have blended their industrial development programs with Roanoke Valley Development Corp.

Suburbs are attractive and well integrated with the central city's business and industry. Kroger has a vast warehouse at Salem. Winn-Dixie, Colonial and Mick & Mack are competing for supermarket dollars, drawing half their trade from points as far away as West Virginia. Shenandoah Life Insurance Co., with Roanoke as home base, has doubled its insurance in force in the last decade, according to G. Frank Clement, president. Insurance money is invested in the area. New business has quadrupled. N&W has placed a big order for hopper cars in its local shops.

More Jobs ▪ Employment is gaining in Roanoke. Pet Milk and Beatrice Foods are coming in. Edward H. Ould, president of First National Exchange Bank of Roanoke, said the bank's deposits have increased from $58.3 million in 1947 to $125 million in 1961. "We'll benefit from the N&W's plan to absorb Nickel Plate and lease the Wabash," he said. "Production and consumption of coal is increasing."

Roanoke has the South's largest flour mill, Roanoke City Mills. Other key names among the 200 industries are Valleydale Packers, Clover Creamery, Broad Weave Fabric Mills, Burlington hosiery, Kenrose Mfg. Co., Lone Star Cement, Rowe Furniture, American Bridge and Knit Outerwear & Underwear Mills. Veterans Administration has an extensive regional headquarters

Douglas Southall Freeman Award

For Public Service Through Radio Journalism

WSLS-TV

ROANOKE

BY THE

Virginia Associated Press Broadcasters

The Shenandoah Life Stations are proud of this award. It is the Douglas Southall Freeman Award - the highest honor a Virginia station can receive for public service through TV-Radio Journalism.

The Freeman Award was given WSLS-TV because of the station's editorials, which an impartial board of judges described as "penetrating . . . . hard-hitting."

This award signifies that WSLS-TV fully realizes its obligation to keep the public informed on community problems and issues. It perpetuates the principles on which this station was founded . . . the principles of honesty, sound judgement and fair play.

WSLS-TV speaks its mind through its editorials. And the Douglas Southall Freeman Award is a reminder to the staff and management that the station's editorials are a force for positive thinking in our community.

WSLS - TV

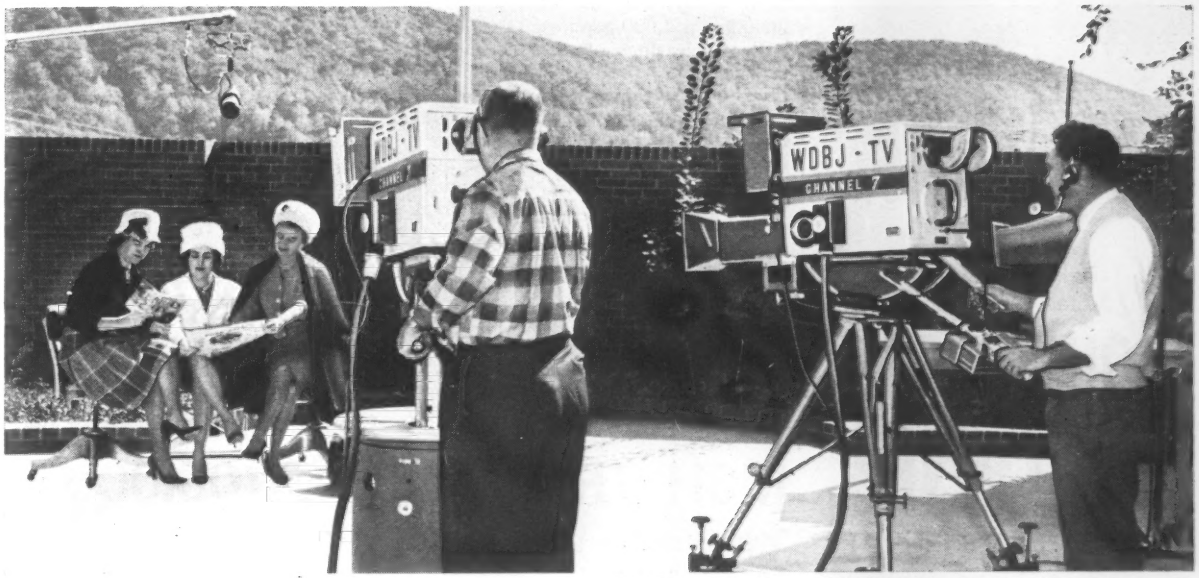
ROANOKE, VIRGINIA

AM 61 · FM 99.1

NATIONAL REPRESENTATIVES

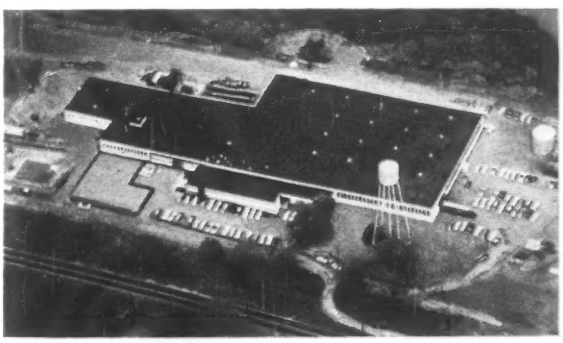
AVERY-KNODEL, INC..

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

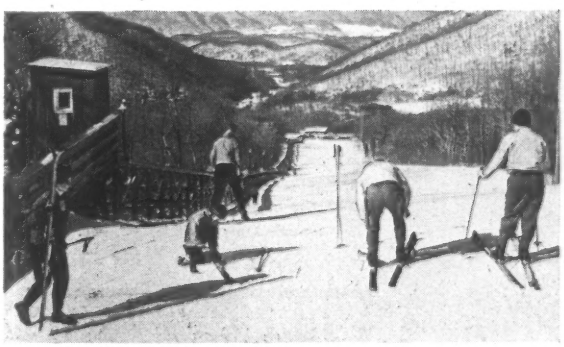


Outdoor Studio at WDBJ-TV. New building is one of the largest and most modern in the South. Finest technical equipment — 316,000 watts e. r. p. — CBS affiliate.

WDBJ-TV BRINGS YOU THE NEWS ABOUT PACTOLIAN WESTERN VIRGINIA!



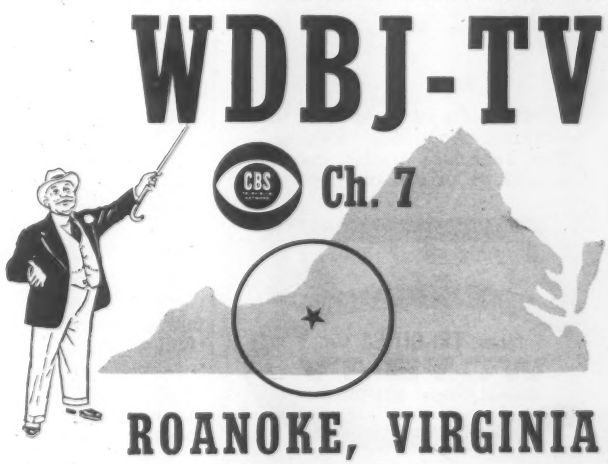
New Industries, like this H. O. Canfield Co., Inc. plant in Clifton Forge, are creating new prosperity in the WDBJ-TV coverage area.



New Recreational Facilities help stimulate business in the area. Ski slope at The Homestead, Hot Springs, Va., has snow machines to insure good skiing.

The prosperous, golden Western Virginia market keeps making news with its increased business and industrial expansion. Blanket this market with WDBJ-TV, Roanoke, now can reach over 400,000 TV homes of Virginia, N. Carolina and W. Virginia — in counties with a population of nearly 2,000,000. For higher ratings at lower cost, for powerful programming, for complete merchandising assistance, you're right to use Roanoke and WDBJ-TV.

Ask Your PGW Colonel For Current Availabilities



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Delivers the Big 5-State, 61-County

SOUTHWEST VIRGINIA

EAST TENNESSEE MARKET

The 19th Largest Market in the Entire Southeast

Twenty-two metropolitan county areas in the Southeast deliver 34.3% of the population of the 11 Southeastern states; almost $1000 per household EBI more than the 11-state average. Tri-Cities is the 19th largest of these vital markets and the third largest metropolitan county area in Virginia and Upper East Tennessee.

★ Lower-than-average cost per 1000

★ Ideal "Test Market" location

★ Coverage unduplicated by any other medium

For complete information on the profitable Southwest Virginia - East Tennessee market, contact us directly or call our reps.

NBC 5

TENN. TRI-CITIES VA.

WCYB-TV

General Offices: BRISTOL, VA.

including a 2,000-bed hospital.

Bank clearings are double those a decade ago. National firms have brought in technical and management personnel. Martinsville 40 miles south, has 18,000 people. Hercules Powder is spread over a wide acreage. The manufacturing city of Radford, 42 miles west, feeds into the Roanoke market. It has 10,000 population.

Optimism ▪ Shortly after the 1960 U. S. Census was taken, Roanoke had a set of 100,000 signs printed. When the figures were released, the count was 97,110 (city only) so the word "almost" was added. Nobody's made a count, but the 100,000 mark has probably been reached and passed. There are 64,000 outside the city in Roanoke county, plus the numerous markets in the active trading area. The tv stations have antennas atop a 4,000-foot mountain and their signals cover many cities.

Roanoke is surrounded by the Blue Ridge and Allegheny mountains. Mill Mountain juts up inside the city with a 100-foot lighted star. Hollins College, Roanoke Valley Technical Institute and other centers of higher education feed money into the Roanoke market.

Stuart T. Saunders, N&W president, is prodding a drive to get federal aid funds for urban renewal. A couple of days in Roanoke will show the fervor of its business leaders. Thoughts of 1958 have given way to future planning.

RICH TRIANGLE OF 100,000

Two Bristols, Johnson City and Kingsport center of important, still growing, industrial complex

A road sign at the airport serving three cities in Southwest Virginia and Northeast Tennessee bears this legend —Bristol 14 miles, Kingsport 14 miles, Johnson City 14 miles. This strategic spot is the hub of an industrial area whose statistics merit careful perusal.

The 1960 census report for Virginia credits the city of Bristol with 17,144 people. That's the understatement of the decade. It includes only Bristol, Va., lying on the north side of the Virginia-Tennessee line that splits State St. right down the middle. South of the line is Bristol, Tenn., credited with 18,820 in the census. The two have a combined municipal population of 35,964.

Rich Triangle ▪ But the story of this market of triplets is only begun. Kingsport, western point of the triangle, has a city population of 26,315. Johnson City at the southern tip has 32,275, bringing the total city population to 94,554; by yearend it will be around 100,000.

And there's more. Using a familiar metropolitan concept, the immediate four-county area adds up to a current population of approximately 285,000 (Washington County, Va.; Carter, Washington and Sullivan Counties, Tenn.).

This surprising economic entity, sitting at the kickoff point for the Tennessee Valley system of dams and related projects, is described locally as the 94th U. S. market, bigger than Des Moines, Iowa, Greensboro-High Point, N. C., Trenton, N. J., or Columbia, S. C. With 75,000 households, it's claimed to be ahead of such markets as York, Pa. or Baton Rouge, La. Bristol, Va., is closer to the state capitals of North Carolina, South Carolina, Georgia, Kentucky and West Virginia than to Richmond and Nashville, each 316 road miles away.

Industries Well Known ▪ Jay Fields, of the Lavidge, Davis & Newman advertising agency in Knoxville, Tenn., described the Tri-Cities as "19th in population in the entire Southeast and one of the 22 markets in that region with population exceeding a quarter-million."

Some of the nationally known industries are Tennessee Eastman Corp., Kingsport, 8,500 employes; American

IN A NUTSHELL . .

WDBJ Radio (CBS IN ROANOKE) Is Western Virginia's Most Listened-to Station!

WDBJ COVERS 25 counties with 210,500 homes (this is a full six counties and 35,800 homes more than any other Roanoke station's coverage area.)*

IN ITS HOMETOWN Roanoke area WDBJ has the largest adult audience 12 out of 18 broadcast hours.**

That means maximum results for advertisers.

*Advance Report, NCS '61

**Pulse Metro Area Audience Comp., April '61.

WDBJ CBS RADIO Roanoke, Virginia

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,350 watts

PETERS, GRIFFIN, WOODWARD, INC. National Representatives

St. Gobain, building a new plant near the city; Sperry-Farragut and Raytheon at Bristol, and North American Rayon at close-by Elizabethton. A half-hundred nationally known industries feed around $100 million into the Tri-Cities. Others are Kingsport Press, described as the world's largest book printer, and neighboring Mead Corp., providing the paper, and Monroe business machines.

Bristol Steel & Iron works is fabricating a 300-foot radio telescope, world's largest, for installation at Green Bank, W. Va. The area is rich in coal, including the gigantic Clinchfield Coal Corp. operation. Tennessee Eastman is rerouting the Holston River to make way for plant expansion. Olin Mathieson makes rocket fuel and Holston Defense Corp. is expanding employment.

"There is no dominant newspaper in the market and the local dailies have negligible circulation within the other cities," Mr. Fields said, adding, "Hence it is ideally a broadcast market."

Impact of the TVA dams and lakes is important to the Tri-Cities. Several dams are nearby. Emerging from the dream stage is a projected barge channel down the Holston River to Knoxville, providing a waterway to the Mississippi Valley, Gulf and Atlantic.

Agriculture includes dairy products, beef cattle and tobacco. Cattle graze blue grass hillsides too steep for row crops.

The triangle is a transportation center and is on Interstate 81. The climate is favorable for continued industrial expansion.

SHENANDOAH RANKS FOURTH

Industry, farming make quarter-million inhabitants of valley among most prosperous of entire area

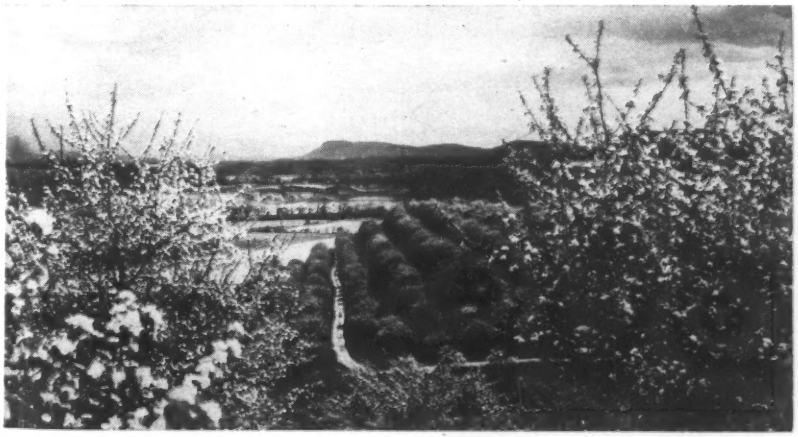
The verdant hills and rolling fields of Shenandoah Valley—fourth largest Virginia market—are populated by 250,000 people, 8 million chickens and 1 million turkeys plus the purse-filling plants of several hundred industries.

It takes a bit of looking—but pleasant looking—to perceive the intricate details of this historic area and its progressive residents. The market is thriving and expanding. In the three-county area around the cities of Harrisonburg, Staunton and Waynesboro more than 20 major industries have set up shop within five years.

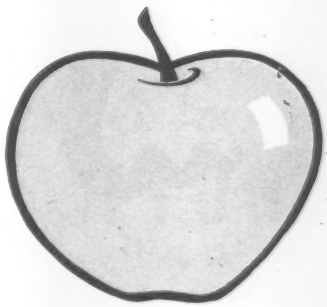
Rockingham County, famed for its chickens and turkeys (see Agriculture, page 110), is the top farm county of Virginia and third in area. Like other segments of the valley nestled between the Blue Ridge mountains on the east and the Alleghenies on the west, it was settled originally by Germans and Scotch-Irish. Their influence persists today and the thrifty Mennonites retain many of their centuries-old customs.

Like No Other ▪ The valley is like no other Virginia market. Its relatively small cities are connected by good highways and almost continuous strung-out areas known in the valley as the "rurban" population. Rurbanites live outside central cities on large lots ranging from a half-acre to 25 and 50 acres. They're loose-jointed suburbs with houses getting closer every year. Some day it will be built solid from Staunton to Winchester, Shenandoah boosters predict.

Rockingham county has 40,485 inhabitants (1960 census) and another 12,000 live in Harrisonburg, county seat. But Harrisonburg is the shopping center for an area of 100,000, according to Darcy P. Davis, president of Rockingham County Development



Apple blossom time in the Shenandoah Valley of Virginia is world famous. Tourists come from all parts of the country to see the trees in bloom.



You can't worm your way . . .

You can't worm your way into the Shenandoah Valley by buying Washington and Richmond.
You must buy
WSVA-TV, Harrisonburg, Virginia

wsva-tv
Harrisonburg, Virginia

Represented Nationally by:
Venard, Rintoul & McConnell, Inc.
In the South by
Clarke Brown Company

Corp. This agency both competes against and cooperates with Staunton (22,232) and Waynesboro (15,694) in the aggressive drive to industrialize the area. The latter two cities are located in Augusta County, which has another 37,363 people by the last census count.

The basic nine-county Shenandoah Valley market area has a total population of 280,000. This includes Charlottesville, which also has trade ties with Richmond though only about 20 miles east of Waynesboro through a pass in the Blue Ridge.

Mild Climate ▪ The contiguous Shenandoah Valley market of Virginia starts at Winchester (15,110) in northwest Virginia. By geological standards it actually begins at Harpers Ferry, W.Va. For a 145-mile stretch southwestward from Winchester to Natural Bridge the valley ranges from eight to about 30 miles wide. Its climate is mild by northeastern standards, with easy-to-take summers and winters.

New Market, Luray, Woodstock, Front Royal, Strasburg and Lexington are tied to the Harrisonburg-Staunton-Waynesboro economy. Interstate highway 81 will improve access and Piedmont plans to expand tri-cities airport service.

Descendants of the early settlers are honest, hard-working people, according to Fred O. Funkhouser, president of Home Loan & Thrift Corp., in Harrisonburg. This financial house, with resources of $13 million compared to $100,000 a quarter-century ago, has the astonishingly low loss rate of 1/13th of 1% on its loans.

Staunton has a Westinghouse plant with 1,200 employes and an A.S.R. Products plant (blades, razors) with 1,000. It has a garment plant, Staunton Mfg. Co., employing 1,000, with expansion under way. Waynesboro is industry-minded. DuPont has 3,000 employes, General Electric 1,200 and Reynolds Metals makes water-soluble plastics at Grottoes (400 employes). Staunton colleges include Mary Baldwin and Staunton Military Academy.

College Town ▪ Madison, Bridgewater and Eastern Mennonite colleges are located at Harrisonburg. County industries include Rockingham Poultry Marketing Cooperative, 450 employes; Merck & Co., chemicals and animal medicines, 650; National Fruit Products Co., H. D. Lee, Walker Mfg. (mufflers), Victor Metal and others.

The area around Rockingham County was picked by the U. S. Public Health Service as "Anywhere U.S.A." for its extensive series of studies into accident prevention. Harrisonburg is clearing its substandard housing with federal aid. Waynesboro and Staunton have modernizing programs.

Shenandoah Valley Meat Packers processes 75,000 hogs and 9,000 cattle in a year. Its record was 22 miles of hot dogs produced in a week. National Fruit Products (White House apple products) employs 300 in season. One plant turns out 375,000 gallons of apple vinegar a year. Chickens and turkeys processed in the Valley on Monday are marketed Tuesday in New York.

Melpar Inc., in northern Virginia, employs 3,000 workers. It specializes in rocketry and space vehicles and is a big government supplier.

Northern Virginia: more than a bedroom

Northern Virginia has almost doubled its share of the state of Virginia's population in the last decade. This area of 550,000 people now comprises 13% of the state's total compared to 7% in 1950.

As a market Northern Virginia divides its allegiance and dollars among the District of Columbia, its own merchants and the state government at Richmond. Though part of the Washington metropolitan area, Northern Virginia businessmen boast the cities of Alexandria and Falls Church plus Arlington and Fairfax counties are assuming basic traits of an economic unit. They dispute the claim the southern side of the Potomac is purely a Washington bedroom.

Economic growth has been phenomenal. Eighty thousand homes have been built in a decade as population has doubled. These homes are one-fourth of all those built in the state.

Two big industrial employers are scientific plants—Melpar with 3,000 employed and Atlantic Research, 1,800. Melpar had $26.1 million in sales the first nine months of 1961, with orders going up as the transition is completed from manned aircraft to space vehicles. The company is a subsidiary of Westinghouse Air Brake Co. Atlantic Research, extensively in rocketry, has gadgets all over almost every space vehicle that leaves the earth's surface, including Project Mercury. Jansky & Bailey, communications engineering firm, is a subsidiary.

Metropolitan Washington's reach extends into Fredericksburg, 13,639 population, 55 miles to the south, and to Warrenton, Leesburg and scores of other communities.

The Northern Virginia work force consists of 94,400 non-federal workers, 92,325 who work for the government in the area (plus non-federal workers who commute to Washington) and 9,850 self-employed.

The population is expected to reach 750,000 by 1970. Among new facilities will be Dulles airport (world's largest), Central Intelligence Agency and Army Engineer Center.

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LYNCHBURG NOW METROPOLITAN AREA

Manufacturing center home for 100 industrial plants

The hills of Lynchburg literally shook with joy last spring when the U. S. Bureau of the Budget included the central city and neighboring counties of Amherst and Campbell in the list of metropolitan areas.

For Lynchburg had passed the 50,000 point (54,790), according to the U. S. Census. The metropolitan area had 110,701 when the census was taken in 1960, an increase of 14.2% over 1950, giving the market national recognition.

This hilly metropolis in the geographical center of Virginia celebrated its 175th anniversary last Oct. 12, recalling the day when John Lynch started a ferry crossing at what later became the site of the city. Out of the tobacco and iron-mining industry of that era came the present manufacturing center.

The newest in industrial science is found in Lynchburg. The atomic muscle that powers the new carrier *Enterprise* came from Babcock & Wilcox, a plant employing 800 in its two units. General Electric has 2,500 employes in its communication products and rectifier components plant, and an expansion program is under way. Craddock-Terry has 2,500 people turning out shoes. Lynchburg Foundry, 1,100, and Lynchburg Hosiery Mills, 800, carry the municipal name to customers around the nation. Glamorgan Pipe & Foundry has up to 1,000 at peak employment. H. K. Porter Co., Imperial Battery, Weyerhaeuser-Southern, Mead Corp., E. J. Lavino, Blue Buckle, Vac-U-Sel Rectifier, Components Mfg. Corp., N&W Industries—these are other majors in the Lynchburg industrial lineup.

The 100 industrial plants have a payroll of around $80 million this year, it's estimated, with around 20,000 employed.

Business has been good in 1961, judging by local indicators. Bank debits were $713 million for the first nine months of the year, up 4.4% from 1960. They were $913 million in 1960, up 65% in a decade. Three times as many new families moved into the city compared with 1960. New construction includes a 232-unit $2½ million apartment and a million dollar downtown motel.

Among institutions of higher education are famed Sweet Briar and Randolph-Macon, both women's colleges. In the outlying hills are Natural Bridge of Virginia and Peaks of Otter on Blue

LYNCHBURG
LEADS THE SOUTH
ATLANTIC AREA

Sales Management has listed Lynchburg as a preferred city of the South Atlantic area for the 24th time in 25 months.

WLVA-TV—Ch. 13*
LEADS IN LYNCHBURG

¼ Hr.	1st	2nd	3rd
WLVA-TV	55	21	26
Sta. Y	18	42	42
Sta. Z	29	39	34

*Source: Lynchburg Telepulse, Dec., 1960, Monday thru Saturday, 7:30-11:00 P.M.; Sunday, 6:30-11:00 P.M.

Ridge Parkway. Historic buildings and Appomattox, where Gen. Robert E. Lee surrendered, are tourist attractions. Important markets within an hour or two motoring range are Roanoke, Charlottesville, Waynesboro, Danville and Martinsville. Richmond is 110 miles to the east.

Historic Lynchburg is a pace-setter for Virginian industry.

Monticello, home of Thomas Jefferson, attracts thousands of tourists every year to Charlottesville. There are many other historic spots in the area.

University, industry enrich Charlottesville

SCHOOL MEANS $16 MILLION, PLANTS $17 MILLION YEARLY

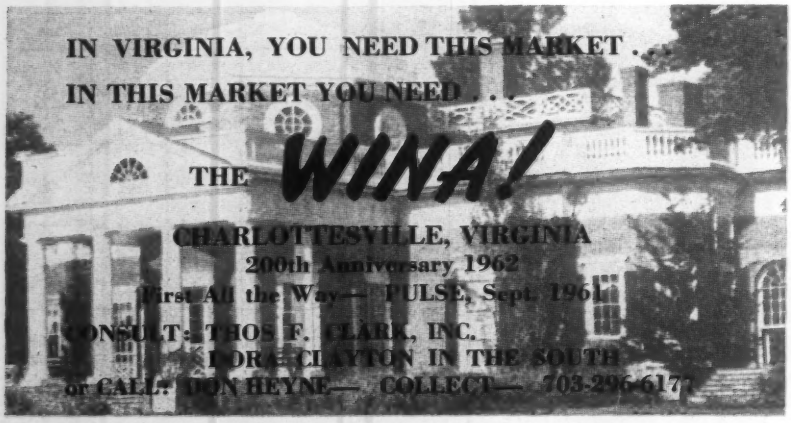
Nothing can happen in the waning weeks of 1961 or early 1962 that can upset the joy that reigns in Charlottesville, home of U. of Virginia. Civic tranquility is assured by an important economic, social and athletic event that happened Nov. 25. That was the day U. of Virginia beat mighty Maryland, a major football upset of the season.

The crowded stands brought big money into Charlottesville. The university means $16 million annually to the city, based on a $9 million plus payroll and the money spent by 4,000 students. Other outside money comes from 750,000 tourists who visit Monticello and other historic spots. They spend at least $7 million a year, figuring on a conservative estimate of less than $10 per tourist.

Gateway City ▪ Located 70 miles northwest of Richmond in the rolling Piedmont, Charlottesville has a city population (1960) of 29,427 plus another 30,969 in Albemarle county or a total of 60,396. In addition Fluvana, Buckingham, Louisa, Orange, Madison, Greene plus parts of Nelson, Augusta and Rockingham counties lie within the trading area—125,000 people within 30 miles, according to local businessmen. The city is a gateway through the Blue Ridge mountains to Waynesboro and the Shenandoah Valley.

The industrial payroll runs $17 million a year. Five major industries added in the last decade have doubled their plants. Frank Ix & Son rayon mill employs 700; Charlottesville Woolen Mills 150; Sperry-Piedmont scientific instruments 800 and U. S. Instrument 400. Neighboring Pronzet has Acme Visible, 500 and Continental Baking 1,300.

Among cities and towns feeding the market are Culpeper, Madison, Ruckersville, Orange, Gordon and Stanardsville.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or CALL: DON HEYNE— COLLECT— 703-296-6177

Danville mills, leaf market are important

Danville, southern border city, asserts two claims to world fame—the world's largest single-unit textile mill, Dan River Mills with 10,000 employes, and the world's largest tobacco auction market. A single-unit mill takes raw cotton and processes it into finished material. Employment runs around 10,000, payroll $33 million.

The tobacco auction runs from Sept. 15 to Dec. 1. At the end of November it appeared the market would sell over $41 million worth of leaf. The P. Lorillard plant, the city's second largest employer, has a new $7 million facility and employs 1,600. Disston Div. of H. K. Porter Co. has a new tool plant and the new Corning Glass Co. has an employment complement of 300.

Danville is a basic industrial community located in an agricultural area. Its 1960 U. S. Census population was 46,577. The trading area within a 30-mile radius is described as having a population of 300,000. Martinsville and South Boston are among nearby communities as well as Reidsville, N.C., 17 miles away, and other Carolina markets. Danville has annexed areas in Pittsylvania county as population has spread, giving the city a growth rate of 32.8% in a decade.

Agricultural income is increasing, especially beef cattle. Grain and flour contribute to the economy.

One of the favorite tourist spots is a marker showing the place where the "Wreck of Old 97" occurred Sept. 27, 1903, an event that lives in railroad history and is immortalized by a song of the same name.

This is a typical tobacco auction at one of the Danville warehouses.

company for national syndication are "Vignettes by Vincent," a series of three-minute radio programs currently scheduled on the *CBS Dimensions* program; *Video Vignettes by Vincent;* and *Sports with Bud Collins,* a series of three-minute sports editorials.

Extended 60 days ▪ Screen Actors Guild and Artists' Managers Guild have agreed to extend their present contract from Dec. 1, 1961, to Jan. 31, 1962, for their mutual convenience, while negotiations continue for a new contract.

Trujillo interview ▪ WLBW-TV, new station on Miami ch. 10, carried an exclusive interview with Hector Trujillo after he fled the Dominican Republic. The interview, carried on the station's 7 and 11 p.m. reports, was conducted by Alberto Gandero, Latin American program director.

Palm Springs golf ▪ ABC-TV has acquired the tv rights to the third annual Palm Springs golf classic to be held Jan. 31-Feb. 4 in the California resort area. Five country clubs will participate in the classic: Bermuda Dunes, Eldorado, Indian Wells, Tamarisk and Thunderbird. ABC-TV plans to broadcast the tournament live from Indian Wells, Saturday, Feb. 3, 5-6 p.m., and from Bermuda Dunes, Sunday, Feb. 4, 5-6:30 p.m. Martin enterprises of Chicago sold the event to ABC-TV. Last year CBS-TV covered it.

Children's series ▪ Robert Saudek Assoc. has acquired television rights to three Random House children's book series and reports it plans to produce one or more weekly programs based on the books. The properties are the *Landmark series* (including 150 titles dealing with history, biography and contemporary affairs); *World Landmark Books* and *All About Books.*

Adds 12 ▪ *The Right Thing to Do,* featuring Amy Vanderbilt, etiquette authority, has been purchased by American Greeting Card Co. for use in 12 radio markets. The series, created and produced by Alan Sands, consists of 130 episodes and has been sold in 25 markets.

Ziv-UA's 'documatic' ▪ A new half-hour program, *Keyhole,* was placed into distribution by ZIV-United Artists last week. It will explore off-beat subjects, such as the life of a private eye and a Hollywood photographer. The series is produced and narrated by Jack Douglas. Called a "documatic," *Keyhole* will devote each episode to a single subject. Starting dates of the series will be in January.

Filmaster-ITC deal ▪ Independent Television Corp., New York, has reached an agreement in principle to distribute Filmaster Inc.'s *The Beachcomber* series. Filmaster, which has sold the series in 119 markets, plans to concentrate on the production of series for network sponsors. It currently produces *Death Valley Days* for United States Borax in selected markets, as well as *The Beachcomber.* The agreement, when signed, would give ITC domestic and worldwide rights to the series.

Miller on tv ▪ Playwright Arthur Miller's only published novel, "Focus," will be dramatized as a full-hour special on NBC-TV next year. An NBC public-affairs presentation, it will be produced in cooperation with the American Jewish Committee's Institute on Human Relations.

New drama series ▪ *Our Five Daughters* will start on NBC-TV Jan. 2 (3:30-4 p.m. EST). The program will replace *From These Roots. Five Daughters* will be produced by Eugene Burr and directed by Paul Lammers.

Astronuts ▪ Screen Gems, New York, has announced it is preparing a new comedy series, *Astronuts,* for the 1962-63 season. The series will depict the comical experiences of a pair of young men undergoing the hazards and rigors of astronaut training. Robert Sparks is the producer.

TvQ's top ten for October by income

(Percentage of viewers familiar with a show who consider it "one of my favorites.")

Rank	Program	Total Audience TvQ	Income Groups: Less than $5,000 TvQ	$5,000-$7,999 TvQ	$8,000 + TvQ
1	Disney World of Color	51%	53%	49%	51%
2	Ben Casey	50	52	47	49
3	Saturday Night Movie	48	49	47	43
4	Andy Griffith Show	47	50	48	37
4	Sing Along with Mitch	47	48	44	52
6	Bonanza	46	48	45	38
6	Real McCoys	46	48	44	40
8	International Showtime	44	49	42	29
8	Red Skelton	44	47	39	42
10	Wagon Train	43	48	38	36

Tv producers oppose speculative activity

The Television Producers Guild last week lined up with other industry labor groups by going on record as completely opposed to speculative producing. A special meeting, held Nov. 27 in Beverly Hills, Calif., unanimously adopted a resolution denouncing the employment of producers without offering them either a salary or an equity in a series. "Such offers of employment unfairly seek the services of creative talent in a nonprofessional manner which is clearly speculative," TPG stated, resolving that "speculative producing is prejudicial to the welfare of the industry, the profession and the guild." The group further vowed it would "make every effort to abolish this practice by every means at its command, including the publication of 'unfair lists' of companies which seek to engage in such activity."

Buck Houghton, chairman of the committee on residuals, noted that the economic factors of television are changing, with effects being felt in the area of re-run payments. A new approach may be needed to replace the current fixed fee schedule for producers, he stated. TPG is studying the

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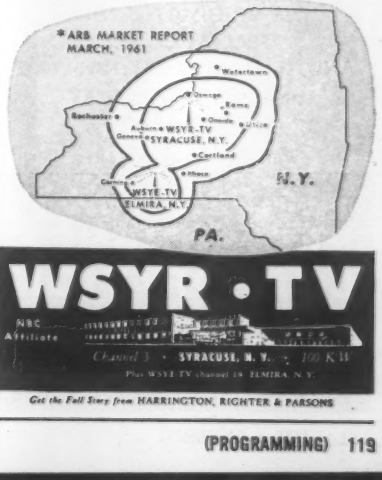
WSYR-TV
DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR



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problem, hoping to present a plan fair to all and helpful to television as a whole. The meeting instructed the board to name a special committee to outline ways and means for negotiating agreements with the tv networks and major producing companies.

The meeting also approved a revision of the TPG dues structure to set dues at $62.50 per quarter for members earning $25,000 a year or more; $25 a quarter for those whose annual earnings are under $25,000. TPG, with 25 new members added in the last few months, now has an 83% membership of active producers in the Hollywood area, Alvin Cooperman reported. A nucleus group is being formed in New York under Albert McCleery.

Paramount plans tv cartoon

Paramount Pictures Corp. has signed with the Independent Television Corp. to produce a 5½-minute color cartoon series, *Kozmo—the Kid From Mars,* it was announced last week by Abe Mandell, ITC vice president in charge of sales and administration.

The series will be financed by ITC, which also will have world-wide distribution rights. Ashley-Steiner Inc., ITC's network representative, will be in charge of network sales for the cartoon series. Paramount has produced many animated cartoons for theatrical use, which later were sold to television (*Popeye; Casper, the Friendly Ghost; Little Lulu*), but *Kozmo* represents the company's first cartoon series to be made specifically for tv.

Part of CLGA okays UA pact

An agreement between the Composers & Lyricists Guild of America and United Artists was approved by the Guild's western membership at a meeting Nov. 21, and similar approval is expected from the eastern members. The contract is substantially the same as those signed last spring with the major motion picture producers and in September with Universal-International, according to Leith Stevens, CLGA president. The contract with the major studios, which runs through May 31, 1964, provides for minimum wage scales of $325 a week for term contract composers and lyricists and $350 for those employed on a week-to-week basis (BROADCASTING, May 29). The UA pact became effective Dec. 1 and runs through Nov. 30, 1964.

Freedman sets DuPont series

A series of live, original dramas will be produced by Lewis Freedman for NBC-TV's *duPont Show of the Week* (Sun. 10-11 p.m. EST) beginning in January.

Mr. Freedman produced more than 40 dramas for the NTA *Play of the Week* series. Last summer, he produced and directed NBC-TV's *Great Ghost Stories* series.

The duPont show will continue to present creations from Donald B. Hyatt, director of NBC Special Projects and Irving Gitlin, executive producer, creative projects, NBC News & Public Affairs. BBDO is duPont's agency.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Cowhey

James C. Cowhey, vp, D'Arcy Adv., St. Louis, appointed director of agency's new business activities. Mr. Cowhey began his advertising career in D'Arcy's outdoor department in 1938, and was later named assistant manager of that department. He served successively as research assistant and account executive, and in 1956 was named manager of agency's Detroit office. Mr. Cowhey left D'Arcy in 1958 and became advertising and sales promotion director of Chrysler and Imperial divisions of Chrysler Corp., Detroit. He resigned this post in 1960 to return to D'Arcy as vp.

John B. Collins, assistant media supervisor, Benton & Bowles, New York, appointed media supervisor at Papert, Koenig, Lois Adv., that city. **Joseph M. McCarthy,** B&B media buyer, joins PKL as media buyer on Burlington Industries, Exquisit Form, Xerox, Dutch Masters cigars and *New York Herald-Tribune* accounts. **Mike Sloan,** account executive, Ogilvy, Benson & Mather, New York, joins PKL as account executive on Dutch Masters cigar account.

Nathaniel B. Allen, account executive, BBDO, New York, joins Ted Bates, that city, as account executive on Boyle-Midway Div., American Home Products Corp.

H. Victor Grohmann, president, Needham & Grohmann Adv., New York, elected chairman of trustees of American Assn. of Advertising Agencies' group insurance plan, succeeding **J. Lewis Ames,** formerly of Erwin Wasey, Ruthrauff & Ryan, New York. Mr. Ames had been chairman since plan was started in 1951.

Eugene H. Blanche joins marketing staff of Lambert & Feasley Adv., New York on Listerine antiseptic unit. He was on sales staff of William S. Merrell Co., Cincinnati pharmaceutical company.

Edward Lasker, partner in Hastings & Lasker, Los Angeles law firm, elected director of Philip Morris Inc. Mr. Lasker was first vp and general manager of Lord & Thomas Adv., New York, predecessor agency to Foote, Cone & Belding.

Thomas B. Kerr, advertising manager, Borden Foods Co., named director of advertising and promotional services, succeeding **Paul L. Gabriel,** who becomes assistant marketing manager of milk-based Borden products.

Richard A. Getz, president, Getz & Sandborg, Beverly Hills, elected board member of Western States Advertising Agencies Assn. He will continue to serve as chairman of WSAAA membership committee.

Ron Krueger, formerly with TV Stations Inc., New York production firm, elected vp for radio-tv, W. Craig Chambers Adv., Pittsburgh. Earlier, Mr. Krueger was midwest sales manager for Banner Films.

Richard L. Seaton, west coast representative of Washington State Apple Commission, handling promotion, publicity and field merchandising in Seattle and Los Angeles, joins the McCarthy Co., Los Angeles advertising agency, as merchandising director.

Richard Frank and **Ed Hakim** join Block Drug Co., Jersey City, as product advertising managers. Mr. Frank formerly served as account executive with Ben Sackheim Adv., New York, and Mr. Hakim with Young & Rubicam, that city.

Charles E. Loizeaux named director of marketing services, Buchen Adv., New York.

Les Towne, media director, Smith/Greenland Co., New York, appointed to account service department of agency.

James K. Adrain, campaign coordinator, E. F. MacDonald Sales Incentive Agency, Dayton, joins copy department of Ruben Adv., Indianapolis.

Arthur Iger, director of marketing, S. Gumpert Co., appointed aecount executive at Smith/Greenland Adv., New York.

Charles Fox, art director, Young & Rubicam, New York, joins New York office of Buchen Adv., Chicago, as director of creative services.

Douglas G. Kennedy, art director at Charles Bowes Adv., Los Angeles, joins Donahue & Coe, that city, in similar capacity.

Dean C. Crebbin, formerly with Maxwell Assoc., Bala Cynwyd, Pa., joins N. W. Ayer & Son, Philadelphia, as copywriter.

RAB elects new officers

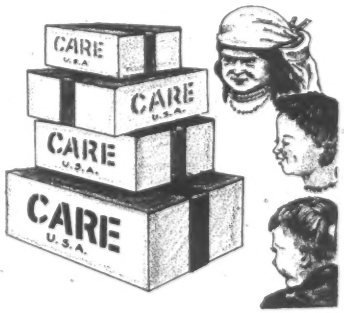
Frank Fogarty, WOW Omaha, re-elected chairman of board of Radio Advertising Bureau for 1962 and **Kevin B. Sweeney** re-elected president at bureau's annual joint meeting of board of directors and RAB membership, held Wednesday (Nov. 22) in New Orleans.

Miles David was re-elected vp and promotion director. **George Comte,** WTMJ Milwaukee, named secretary and **John F. Box,** Balaban Stations, St. Louis, treasurer. **William L. Morison** re-elected assistant secretary-treasurer.

New board members: **Lionel Baxter,** Storer Broadcasting Co., Miami Beach; **Don W. Burden,** Star Stations, Omaha; **Roger Clipp,** Triangle Stations, Philadelphia; **Robert E. Eastman,** Robert E. Eastman Co., New York; **Bert Ferguson,** WDIA Memphis; **Robert F. Hurleigh,** Mutual network; **Louis Read,** WDSU New Orleans, and **Harold E. Thoms,** Thoms stations, Asheville, N. C.

THE MEDIA

Sherwood R. Gordon, president of KSDO San Diego and KBUZ-AM-FM Phoenix, assumes general management of KSDO following resignation of **Joe Miller** as station manager. **Peter A. McMahon,** senior sales executive, becomes director of pr of KSDO and will assist **Dwight Case,** general sales manager of the Gordon Group, with local and regional sales development. **Roy Gatenby,** comptroller, assumes additional duties as group director of administration. The Gordon Group has established an executive office at 2655 Hyde St., San Francisco.



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WWL-TV

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Mr. Schoonover

James H. Schoonover, general manager, KTUL Tulsa, elected vp of Veterans Broadcasting Co. (WROC-AM-TV Rochester, N. Y., and KTVE (TV) El Dorado, Ark.), succeeding **Paul C. Louther,** who will supervise Veteran's public-service arrangements. Mr. Schoonover will serve as station manager of WROC.

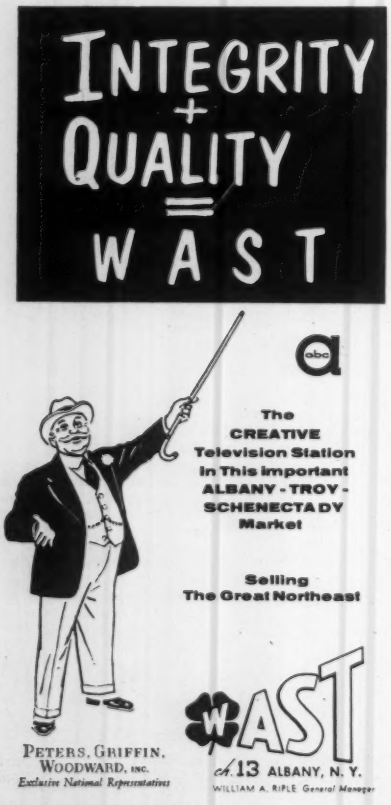
Arden Swisher, KMTV (TV) Omaha, re-elected president of Nebraska Broadcasters Assn. Others re-elected: **Bob Thomas,** WJAG Norfolk, vp; and **Richard Chapin,** Stuart Stations, secretary-treasurer. Directors re-elected: **Roger Larson,** KFOR Lincoln; **Max Brown,** KRVN Lexington; **Frank P. Fogarty,** Meredith Broadcasting Co., Omaha; **Harry Snyder,** KHUB Fremont; and **David Young,** KSID Sidney (THE MEDIA, Nov. 27).

Curlette C. Courtney, general manager, WJMO Cleveland Heights, Ohio; **John Panagos,** general manager, WOOK Washington, and **Samuel E. Philips,** general manager, WMUR-TV Manchester, N. H., named executive vps of United Broadcasting Co. (WOOK and WFAN [FM] Washington; WSID-AM-TV and WYOU-FM Baltimore; WINX Rockville, Md.; WJMO and WCUY-FM Cleveland; WANT Richmond; WMUR-TV Manchester; WFAB South Miami, Fla.; and WBNX New York).

NAB editorial committee

Daniel W. Kops, president, WAVZ New Haven and WTRY Troy, N. Y., is chairman of National Assn. of Broadcasters' 1961-62 committee on editorializing, which will hold its first meeting at NAB headquarters, Monday, Dec. 11. Other committee members: **Frank J. Abbott Jr.,** president, WWGP-AM-FM Sanford, N. C.; **John F. Dille Jr.,** president, Truth Publishing Co., Elkhart, Ind.; **Eugene B. Dodsen,** vp and manager, WTVT (TV) Tampa; **Simon Goldman,** president, WJTN-AM-FM Jamestown, WDOE Dunkirk, and WGGO Salamanca, all New York; **Frederick S. Houwink,** general manager, WMAL-AM-FM-TV Washington; and **Lee Ruwitch,** executive vp and general manager, WTVJ (TV) Miami.

Howard H. Bell, NAB vp, said committee "will review recent developments in field of editorializing and discuss ways in which it can be of further assistance to the industry in this function which is becoming increasingly significant in communities throughout the country."



Cy Ostrop, vp and general manager, Texas Triangle Co., U. S. sales representative of XETRA Tijuana, Mexico (all-news station broadcasting in English for California listeners), today (Dec. 4) joins KLAC Los Angeles as vp in charge of sales. **David Muhlstein,** general operations manager of Texas Triangle, will take over Mr. Ostrop's duties there pending appointment of successor.

Edward S. Whitlock, vp and general manager, WRNL Inc. (licensee of WRNL-AM-FM Richmond, Va.), elected executive vp and **Frank Soden,** general sales manager, to vp and general manager. **E. T. Moore,** account executive, named general sales manager. **Vincent Wolstenholme,** chief engineer, appointed operations manager, and **Jim Proffit** to assistant chief engineer. Mr. Whitlock joined WRNL as sales manager in 1938, and in 1939 became general manager. He was elected vp and general manager in January 1961.

Charles H. Topmiller, president, L. B. Wilson Inc. (WCKY Cincinnati and WLBW-TV Miami), elected president and general manager, WLBW-TV (THE MEDIA, Nov. 27). Other members of new facility include: **Thomas A. Welstead,** vp for sales; **John S. Allen,** sales manager; **Lin Mason,** program director; **Bill Latham,** chief engineer; **George Booker,** production manager; **Mike Schaffer,** promotion director; **Molly Turner,** public affairs director; **Patricia Alter,** publicity director and **John Murphy,** film director.

Ted Smith, KUMA Pendleton, elected president of Oregon Assn. of Broadcasters, succeeding **Gordon Capps,** KSRV Ontario, who becomes director. Other officers: **Irwin Adams,** KGON Oregon City, vp, and **Robert Chopping,** KAST Astoria, secretary-treasurer. New directors: **Bob Matheny,** KRCO Prineville; **Walter Wagstaff,** KGW-TV Portland; **Ray Kozak,** KPLK Dallas, and **Bob LaBonte,** KERG Eugene.

William A. Rhyne elected vp and general manager, WBOF Virginia Beach and WYFI (FM) Norfolk, both Virginia, succeeding **Leo Hoarty,** resigned (BROADCASTING, Nov. 27). Mr. Rhyne, who joined WBOF in 1959, had earlier served as manager of WRNB New Bern, N. C.

Guy E. Yeldell, general sales manager, KSD-TV St. Louis, appointed to newly created post of station manager. Mr. Yeldell became national sales manager of KSD in 1946 and assumed similar duties with KSD-TV when it began broadcasting in 1947. **Ray Karpowicz,** member of KSD-TV sales staff since 1955, named sales manager.

Doug Davenport, WISN-TV Milwaukee, re-elected president of UPI Broadcasters of Wisconsin. **Jerry Deane,** WISC-TV Madison, re-elected vp for tv, and **Joe Koelsch,** WRCO Richland Center, elected vp for radio.

Charles L. Scofield, KEYZ Williston, elected president of North Dakota Broadcasters Assn. Other officers: **Stan Deck,** KDIX Dickinson, vp; and **Les Maupin,** KLPM Minot, secretary-treasurer. Directors: **Don MacTavish,** KSJB Jamestown, and **Herman Livingston,** KILO Grand Forks.

Mr. Bredouw

Jerome Bredouw, director of special events, 20th Century-Fox Television, Hollywood, appointed director of on-the-air promotion for ABC-TV, New York. Previously he was with Young & Rubicam, San Francisco, where he wrote and produced radio-tv commercials.

Frazier Reams, president, Community Broadcasting Co. (licensee of WTOL-AM-FM-TV Toledo), appointed to Ohio Educational Television Com-

mission for four-year term. **Thomas S. Bretherton,** executive vp and general manager, Community Broadcasting Co., elected to board of trustees of Toledo Chamber of Commerce for two-year term. **Albert J. Ruhfel,** program director, WSPD-TV Toledo, to WTOL-TV as director of client services.

John Horn, publicity manager for CBS News and public affairs tv programs, joins CBS's corporate information staff as manager. Mr. Horn joined CBS in 1949, and since has served as editorial associate for *Person to Person* and director of information services, WCBS-TV New York.

Nick Thimmesch, Detroit correspondent for *Time* magazine, joins Time-Life Broadcast Inc., in Washington news bureau.

J. Michael Collins, promotion manager, WNED-TV Buffalo, N. Y. etv outlet, named director of development. **Anthony Cherubini,** formerly with pr department, Metropolitan Life Insurance Co., New York, named director of instructional broadcasting. **Anthony P. Buttino,** producer-director and studio supervisor, appointed production manager, and **Kenneth Krall** to promotion department. **Donald L. Robert** and **Louis J. Presti** join station as producer-directors.

Milton Komito, general sales manager, WCKR-AM-FM Miami, appointed station manager succeeding **Alan Henry,** who joins KWK St. Louis. Mr. Komito, who began his radio-tv career in 1947 at WMAL-AM-FM-TV Washington, has held posts of sales coordinator at WHIZ-TV Zanesville, and program manager for WAKR-TV Akron, both Ohio.

James C. Dages named national sales manager, WWJ Detroit. Mr. Dages joined station's sales staff in March 1960.

Robert C. Burris appointed sales manager, KGMS Sacramento, Calif., and **Don S. Thompson** joins station's sales department.

Frank Howell, local sales manager, WTVJ (TV) Miami, appointed national sales manager, succeeding **Joe Flahive** who will assume new responsibilities of special assignment nature.

Phillip W. Trammell appointed sales manager, KXOK St. Louis. Prior to joining station earlier this year, Mr. Trammell served in sales department of WAKY Louisville, Ky.

Ralph Johnson, formerly with WCBS-TV New York, joins KOLO-TV Reno, Nev., as director of new business and sales development.

Alan Johnstone, KEWB San Francisco, joins radio sales staff, Avery-Knodel, that city. **Robert Hines,** formerly on sales staffs of KDAY, KFOX and KALI, all Los Angeles, joins Los Angeles office of rep firm.

Merle D. Oakes, regional salesman, KWWL-TV Waterloo-Cedar Rapids, joins sales staff, KTIV (TV) Sioux City, both Iowa.

David C. Moore, president, Transcontinent Television Corp., is in Harkness Pavilion, New York City, convalescing from mild heart seizure. Mr. Moore had been under observation for some weeks and recently had undergone surgery.

Kenneth P. Eikelmann joins sales staff of KTVI (TV) St. Louis.

Richard G. Hayden joins sales staff of WCSH Portland, Me.

Martin M. Hull Sr., who formerly held sales positions with IBM, Sennett Steel Corp., and WCAR Detroit, joins sales staff of WJBK Detroit.

Alfred E. Westermann joins New York tv sales staff of The Katz Agency. He formerly was assistant time-buyer for Ted Bates Adv., New York. **William Less** appointed assistant radio sales manager of The Katz Agency, Chicago. He has been on radio sales staff of Katz' Chicago office for 12 years.

Daniel T. Pecaro and **George Mooney,** writer-producers, WGN Chicago, named program manager and continuity director, respectively.

Bill Drake, program director, WAKE Atlanta, joins KYA San Francisco, in similar capacity.

NATRFD'S 1962 officers

Carl F. Meyerdirk, KVOO-AM-TV Tulsa, Okla., elected president of National Assn. of Television & Radio Farm Directors at annual meeting in Chicago Nov. 26, succeeding **George Roesner,** KPRC-AM-TV Houston. Other new officers: **Bruce Davies,** KFAB Omaha, vp; **George Menard,** WBBM-TV Chicago, secretary-treasurer. Elected vps by region: **Hugh Ferguson,** WCAU Philadelphia, Northeast; **Jim Dunaway,** WSB Atlanta, Southeast; **John Chase,** WHFB Benton Harbor, Mich., East-North Central; **Craighton Knau,** WNAX Yankton, S. D., West-North Central; **Jack Thompkins,** KFDA Amarillo, West-South Central; **John McDonald,** WSM-AM-TV Nashville, Mid-South; **Jim Todd,** KFI Los Angeles, Pacific Southwest; **Jim Hansen,** KOMO-AM-TV Seattle, Pacific Northwest; **John Bradshaw,** CFRB Toronto, Canada. **Harvey Dinkins,** WSJS-AM-TV Winston-Salem, N. C., continues as historian.

Edward Giller, assistant program director, WNBF-AM-FM-TV Binghamton, N. Y., named program director, succeeding **Tom Jones** who transfers to WFIL-AM-FM-TV Philadelphia, as executive program director. Both are Triangle stations. **Edwin Gimzek,** promotion supervisor, WNBF-AM-FM-TV, appointed sales manager, WNBF-FM. **Ruth M. Hider** appointed to newly created post of director of merchandising and promotion for WNBF-AM-FM-TV.

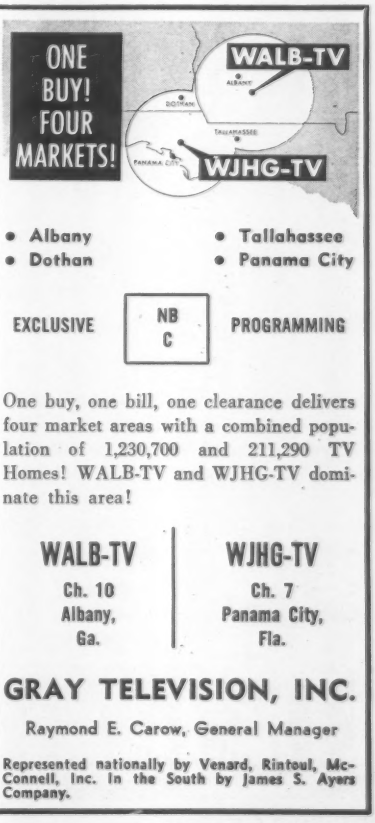
John A. Roach appointed producer-director at WJW-TV Cleveland, succeeding **Tom Conway** who joins cast of *Steve Allen Show*.

Gordon Hyatt, associate producer, WCBS-TV New York, appointed staff producer.

Robert L. Stephens, The Katz Agency, San Francisco, named tv account executive in San Francisco office of Peters, Griffin, Woodward, New York.

A. H. Christensen, promotion manager, KPIX (TV) San Francisco, appointed account executive succeeding **Aubrey Holman,** who was promoted to assistant sales manager, KYW-TV Cleveland. Earlier Mr. Christensen served as promotion director, WJZ-TV Baltimore. All are Westinghouse stations.

Robert Jamieson, formerly with Riconiscutto Adv., Tacoma, Wash.,



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joins KTNT-AM-FM, that city, as account executive.

Steve Crowley and **Chris H. Jensen** join KTVU (TV) Oakland-San Francisco as account executives. Mr. Crowley was general manager of New York office of Golden West Broadcasters. Mr. Jensen was sales staff member of KPHO-TV Phoenix.

Jack Flatley resigns as account executive after 13 years with WBKB (TV) Chicago.

Ted Ford, program director, KREX Grand Junction, Colo., named news director, succeeding **Bill Cleary,** resigned. **Jack Welch** appointed program director.

Peter O'Crotty, feature writer for *Arizona Daily Star,* joins KCUB Tucson as news editor.

Peter J. Katz, chief news editor and special events reporter, WMEX Boston, to WHDH-TV, that city, as news editor.

John Justice and **Harry Brown** join WINZ Miami, as morning news editor and day news editor, respectively.

Albert Femia, formerly with WFAS White Plains, to WVOX New Rochelle, both New York, as news reporter.

Alan Walden, formerly with WPAC Patchogue, N. Y., joins news staff of WERE Cleveland.

Frank Hovore, former sales promotion manager, KTTV (TV) Los Angeles, returns in similar capacity succeeding **Donn Spencer,** who joins Capitol Records as assistant to national merchandising manager. Recently Mr. Hovore was account executive for Jack Packard Adv., Glendale, Calif.

Gar Jones appointed promotion manager, KXLY-AM-TV Spokane, succeeding **Jack Lantry,** who accepts similar post at KIRO-AM-TV Seattle. Mr. Jones joined KXLY in 1958 as announcer, and was later assigned to news department.

James Kressler named publicity director, WJZ-TV Baltimore, succeeding **Tommy Dukehart,** who was appointed director of community relations.

Jim Everts, formerly with WWOL Buffalo, to WENY Elmira, both New York, as air personality.

Jack Finlayson, formerly with KRDO Colorado Springs, Colo., to KVOR, that city, as sports director.

NAB names committee

Ben B. Sanders, KICD Spencer, Iowa, and **Henry B. Clay,** KTHV (TV) Little Rock, Ark., named co-chairman of NAB's 1961-62 membership committee. Other committee appointments: **Carleton D. Brown,** WTVL Waterville, Me.; **A. Boyd Kelley,** KRRV Sherman, Tex.; **James D. Russell,** KKTV (TV) Colorado Springs-Pueblo, Colo.; and **Robert F. Wright,** WTOK-TV Meridian, Miss.

Committee will assist NAB staff in contacts with member radio and television stations and recommends to NAB's board of directors membership campaigns and other programs necessary for continued healthy membership.

PROGRAMMING

Irving H. Levine, until recently president of Atlantic Pictures Corp., elected vp of National Theatres & Television Inc., Beverly Hills. He has been member of NT&T's board of directors since August 1961. From 1956-59, Mr. Levine was president of AB-PT Pictures Corp. and AB-PT Distributing Co., subsidiaries of American Broadcasting-Paramount Theatres Inc.

Louis J. Barbano, retired financial vp of Columbia Pictures, will continue in financial advisory position. He is also expected to remain as director of Screen Gems and Columbia Pictures International Corp.

Ben Colman, Screen Gems, joins TeleSynd Div., Wrather Corp., as eastern sales manager. **Larry Stewart** and **Milton Westerman,** ITC, named southeastern sales manager and midwestern sales manager, respectively. **Jerry Liddiard,** Guild Films, joins TeleSynd as account executive responsible for western sales of *The Lone Ranger.*

Anthony Muto named director of research and public affairs consultant for 20th Century-Fox Television. He had served as story editor for production company for past year.

Peter Cary, account executive, Screen Gems Inc., Hollywood, joins Desilu Sales Inc., that city, as western division sales manager.

Buzz Kulik has been signed by Bob Banner Productions to produce and direct pilot and other segments of *Kings of Broadway,* new tv filmed series to appear on NBC-TV next season.

John Forsythe, star of ABC-TV's *Bachelor Father,* and **Everett Freeman,** producer of that series, have formed Ambrooke Productions to co-produce new tv series, *The First 100 Years,* at Revue Studios. Pilot script was written by Mr. Freeman and Howard Leeds. Series deals with campus life of three young married couples. Casting will be done this month for January filming of half-hour pilot.

WESCON elects directors

Donald C. Duncan, president, Duncan Electronics, Costa Mesa, Calif., elected chairman of 1962 board of Western Electronic Show & Convention, to be held Aug. 21-24, 1962, in Los Angeles Memorial Sports Arena. **Bruce S. Angwin,** western regional manager, General Electric's receiving tube department, named chairman of executive committee; **Edward C. Bertolet,** vp, Behlman-Invar Electronics, Burbank, Calif., is convention director and **S. H. Bellue,** vp, Osborne Electronics, Hawthorne, Calif., is show director. **Don Larson,** WESCON manager is fifth member of executive committee. Other WESCON board members: **John A. Chartz,** Dalmo Victor Co., Belmont; **Meyer Leifer,** Ampex Instrumentation Products, Redwood City; **John V. Granger,** Granger Assoc., Palo Alto, and **Calvin K. Townsend,** Jennings Radio Mfg. Corp., San Jose, all California.

INTERNATIONAL

K. W. Hughes, formerly with CHEK-TV Victoria, B. C., named manager of closed circuit station, CESM-TV Thompson, Man., new nickel mining town on northern frontier.

Jean A. Pouliot, general manager, CKMI-TV and CFCM-TV Quebec City, Que., appointed director of corporate owner, Television de Quebec (Canada) Ltd.

Ralph S. Freeman, formerly with WJR Detroit, Mich., elected vp for radio-tv, James Lovick & Co. Ltd., Toronto advertising agency.

Charles McCartney named radio-tv director of Winnipeg, Man., office of McConnell, Eastman & Co. Ltd., London, Ont., advertising agency.

John Dimick, announcer at CKCW Moncton, N.B., named promotion and publicity director.

EQUIPMENT & ENGINEERING

H. Wayne Bracken, General Electric Co.'s district sales representative in Atlanta, Ga., appointed to new post of merchandising manager of GE's tv receiver department, Syracuse, N. Y. **Steven R. Mihalic,** product service manager for department, succeeds Mr. Bracken.

A. Keith Cook named general manager of Oak Electronics Corp., Culver City, Calif., subsidiary of Oak Manufacturing Co., Crystal Lake, Ill. Prior to joining Oak Electronics in April 1960, Mr. Cook was vp in charge of sales for Raco Engineering Corp., Los Angeles.

Edward S. Gagnon, broadcast product line manager, Collins Radio Co., named manager of special projects, Gates Radio Co., Quincy, Ill., subsidiary of Harris-Intertype Corp. Mr. Gagnon will report directly to L. J. Cervone, vp for sales.

James P. Ambrose named production manager for National Transistor Manufacturing Co., Lawrence, Mass. Earlier he was production superintendent for Clevite Transistor Products Co., Waltham, Mass.

Adm. Arleigh A. Burke, U.S.N., retired former Chief of Naval Operations and member of Joint Chiefs of Staff, Department of Defense, elected to board of directors of Capitol Radio Engineering Institute, Washington.

ALLIED FIELDS

Peter P. Roper, former publicity-promotion manager, WERE Cleveland, and now attorney, joins Cleveland law firm of Fuerst, Fisher & Weinberg (owners of KVOR-AM-FM Colorado Springs, Colo., and KTUR Turlock, Calif.).

Mr. McMurray

Maurice E. McMurray, vp for national sales, Storer Broadcasting Co., New York, joins Broadcast Advertisers Reports Inc., that city, as vp for sales. Mr. McMurray joined Storer in 1953 as sales manager for WJBK-TV Detroit and transferred to Storer's New York sales office in 1955.

DEATHS

James H. Turner, 75, founder of Turner Adv., Chicago, died Nov. 20 at his home in Kenilworth, Ill. Mr. Turner began his advertising career with Lord & Thomas in 1910.

Isidor Goldberg, 68, founder and president of Pilot Radio Corp., Long Island City, N. Y., died Nov. 23 in Mount Kisco, N. Y.

Alan Lipscott, 69, writer for *Danny Thomas Show, People's Choice* and *Bachelor Father,* died Nov. 20 in Hollywood. He and his partner, Bob Fisher, had just sold new comedy series *Hooray For Love,* to ABC-TV.

Arthur J. Maus, 55, engineer for 28 years, WBBM Chicago, died Nov. 25 following accident in his Evanston, Ill., home.

John Coleman, 71, former Chicago area syndicated radio and newspaper columnist, died Nov. 26 at his home in Palm Springs, Fla. His weekly radio program was *Meeting of America.* Mr. Coleman was three-time winner of Freedom Foundation Valley Forge medal.

William C. Park, 69, writer-producer of documentary films for NBC, Disney and Paramount, and head of Park Films, Beverly Hills, died Nov. 22, after brief illness.

Vic Barnes, 60, former newscaster with WCFL Chicago and more recently with *San Francisco Examiner,* died of heart attack Nov. 19. He was first president of Chicago Editorial Assn.

William E. Best, 45, assistant to director of information services, KNX Los Angeles, and former manager of Los Angles Bureau of United Press, died Nov. 27 after brief illness. Before joining CBS-owned station, Mr. Best was partner in pr firm of Best & Fine.

THE REFERENCE BOOK THE MUSIC WORLD DEMANDED!

THE STECHESON CLASSIFIED SONG DIRECTORY

Designed for your music reference library!

ENDORSEMENTS:

"An excellent addition to any musical library, a great benefit in my work."
Alex Petry, Mgr. music rights & library, Pac. Div. N.B.C., Inc.

Also endorsed by **Alan Livingston,** Capitol Records; **Billy Vaughn,** Dot Records; **Axel Stordahl** and many others.

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Price $25.00 (USA only). Available by mail only. Send check or money order or send for free complete brochure.

A classified directory of over 100,000 song titles. 395 different categories. Compiled for all users of music, over 500 pages.

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KGBT-TV's rebels yell with a Mexican accent

Saving Confederate money need not be as idle an occupation as it may sound; especially if there is a KGBT-TV Harlingen, Tex., representative around. Confederate bills, Mexican pesos, and Texas cigarillos have all become staples in the station's current market presentation.

The promotion is designed to counter a lack of market understanding that many "medium-size" market stations feel national advertisers are inclined to have. And to make the lesson easier to understand, KGBT-TV representatives will be offering media people whom they encounter an opportunity to use their Confederate money and Mexican pesos.

The CBS-TV and ABC-TV outlet plans to offer invitations to lucky people whom their men meet to visit Harlingen, on the coast of the Gulf of Mexico, for a couple of days, and then to make available its suite in Mexico City for a few more days. The pesos can be used in Mexico City to buy whatever one feels he needs; the cigarillos can be smoked. And of course, everybody knows that Texas uses Confederate money.

The Icegirl cometh

When WESC Greenville, S. C. (a daytimer), increased its power from 5 kw to 10 kw Nov. 15, it invited listeners to predict how long it would take 10,000 pounds of ice to melt. Here Janet McGee, Miss South Carolina, perches atop the man-made glacier. The winner will receive $660, in accord with WESC's spot on the dial—660 kc.

Air Force praises WMGM for recruiting help

WMGM New York has been credited with helping the U.S. Air Force double its quota of male applicants for its officer training program in the greater New York area during the month of November.

Lt. Col. Stevens Keller said WMGM's month-long campaign was "an outstanding public service effort . . . one that we hope will set a pattern for the radio and television industry throughout the country." Final stage of the campaign came when WMGM's Bob Cullen broadcast for three hours from the cockpit of an X-15 rocket plane on display in Times Square.

In addition to the male applicants, five times the quota of female applicants were recruited.

Tommy Seven carnival

With a new toy as the price of admission, over 15,000 people packed Madison Square Garden to see the "Tommy Seven Christmas Toy Carnival," a two-and-a-half-hour circus show sponsored jointly by WABC-TV New York and the New York Fire Dept.

The show launched a two-week drive in the New York metropolitan area to collect new toys for needy children and to create an awareness of fire prevention. Firemen collected a new toy from each person entering the Garden. Officials estimated that nearly 1,000 people were turned away.

'Camouflage' promotion

Jerry Hammer Productions, New York, producer of ABC-TV's *Camouflage* game show, is launching a promotion during the Christmas season which will enable veterans hospitals throughout the United States to win color tv sets, phonographs, tape recorders and other electronic equipment. Contestants appearing on the weekday *Camouflage* between Dec. 1 and Jan. 1 will be competing for themselves as well as for veterans hospitals. Their winnings will reflect the number of gifts to be contributed to the hospitals.

WSTV-TV balances tv fare

The wide variety of television programming an active station offers was emphasized by WSTV-TV Steubenville, Ohio, in a letter just sent out to some 2,000 industrial and business leaders within its coverage area. Addressed to "v.i.p.'s," the letter breaks down and explains aspects of the station's schedule. From early morning educational programs to sign-off news, the station spangles its programming with public affairs, educational, religious and entertainment presentations, offering a blend of balanced tv fare. WSTV-TV also devotes considerable attention in its note to children's programming. Attached to the letter, which was also sent to the FCC commissioners, is a full log of channel nine's weekly presentations.

There's more to a title than just plain sound

A lagging United Fund campaign provided the motive; a successful, Broadway-bound musical gave the idea; and an enterprising air personality of WIP Philadelphia carried to fruition a plan to help the city's charity drive over the top.

Working closely with David Merrick, producer of "Subways Are For Sleeping," the Carol Lawrence-Sidney Chaplin musical, the Philadelphia Transportation Co. and United Fund officials, WIP began a saturation spot campaign, asking listeners to complete the statement, "People should give to the United Fund because. . . ." in 25 words or less. As contest prizes, the station offered free tickets to the musical.

Further to underscore the United Fund's need, and as a tie-in with the show, WIP personality Marty O'Hara began a 24-hour residence in a private subway car sided in a busy station. Mr. O'Hara interviewed subway travelers, eliciting their comments on the value of contributing to the United Fund,

and talked with visiting celebrities who stopped by his new home. Visitors to the WIP car were given coffee and doughnuts, and serenaded by a marching fife and drum corps that somehow managed to be heard above the strident screams of the angry subways.

Drumbeats...

Polka partners ▪ Jay Jay Records Co., Chicago, and WJRT (TV) Flint have gotten together to produce a disc entitled "WJRT Polka." The composition, written by Jock Check and played by the Michigan Dutchmen band has been recorded on a 45 r.p.m. disc. The Dutchmen appear weekly on the station's *Michigan Polka Party* telecast, and have recorded polka and waltz albums for the record company.

Spots scheduled ▪ An advertiser's dream come true! That's what it was for KPIX (TV) San Francisco when the Westinghouse outlet was forced by popular response to place newspaper advertisements carrying the schedule of its station promotional spot announcements. The appearance of comedienne Phyllis Diller in a series of seven, one-minute spots prompted requests for the time schedule. The promotional series was conceived and produced by Miss Diller, A. H. Christensen, KPIX (TV) promotion manager, and program manager Ray Hubbard.

'Big John' hits the road

John Cigna, WOWO Fort Wayne, Ind., mobile news reporter, is travelling throughout the tri-state area on assignment to find out "all about Christmas." Calling himself "Big John," and outfitted as a northwoodsman, he interviews people on anything pertinent to the season. Driving in a WOWO scout car, his tour is taking him through 30 counties, in each of which he will stop at hospitals, and children's homes, to bring candy and gifts as an emissary of Santa Claus, and a goodwill ambassador for WOWO.

Thirteen for dinner ▪ Thirteen girls, selected by their schoolmates as the most popular in New York area high schools, had Thanksgiving dinner with Troy Donahue, tv-motion picture character actor Nov. 23 in New York. Winners of the popularity poll conducted by WINS New York, also viewed the Macy's Thanksgiving Day parade from the Warner Theatre where Donahue's latest epic film, "Susan Slade," is playing.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 22 through Nov. 29, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. •—educational. Ann.—Announced.

New tv stations

APPLICATION

Oklahoma City, Okla.—Consolidated Enterprises Inc. Uhf ch. 19 (500-506 mc); ERP 23.2 kw vis., 12.7 kw aur. Ant. height above average terrain 470.375 ft.; above ground 504 ft. Estimated construction cost $156,607; first year operating cost $180,000; revenue $228,000. P. O. address Kilgore Hotel, Kilgore, Tex. Studio and trans. location Oklahoma City. Geographic coordinates 35° 28′ 08″ N. lat., 97° 30′ 57″ W. long. Trans. RCA TTU-1B; ant. RCA TFU-24DL. Legal counsel Prescott & Prescott, Dallas, Tex.; consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals: **A. E. McCubbin, G. U. Yoachum, J. Stanley McCubbin, Carol Ann Watson, F. L. Sartain** (each 20%). A. E. and J. Stanley McCubbin have oil and real estate interests; Mr. Yoachum owns oil well drilling business; Mr. Sartain is president of two banks; Mrs. Watson is housewife. Consolidated Enterprises Inc. is also applicant for ch. 73 Dallas, Tex. Ann. Nov. 27.

Existing tv stations

ACTION BY FCC

WCYB-TV (ch. 5) Bristol, Va.—By letter, granted waiver of Sec. 3.652(a) of rules to permit identification as Bristol-Johnson City-Kingsport station. Comr. Bartley dissented. Action Nov. 29.

New am stations

ACTION BY FCC

Santa Maria, Calif.—Artistry In Radio Co. Granted 1600 kc; 500 w D. P. O. address c/o Willis R. Harpel, 7766 Torreyson Drive, Los Angeles, Calif. Estimated construction cost $17,400; first year operating cost $45,000; revenue $48,000. **Willis R. Harpel,** sole owner, is announcer with KNXT(TV) Hollywood, Calif. Action Nov. 29.

APPLICATIONS

Moulton, Ala.—Lawrence County Bcstg. Co. 1530 kc; 1 kw D, 250 w CH. P. O. address box 242, Moulton. Estimated construction cost $8,900; first year operating cost $18,000; revenue $25,000. Principals: **E. B. Bain, Arthur F. Slaton** (equal partners). Mr. Bain is minister; Mr. Slaton owns newspaper and half of another. Ann. Nov. 29.

Winslow, Ariz.—Willard Shoecraft. 1230 kc; 250 w unl. P. O. address 326 South High St., Globe, Ariz. Estimated construction cost $9,700; first year operating cost $14,000; revenue $18,000. **Willard Shoecraft,** sole owner, owns KIKO Miami and KATO Safford, both Arizona. Ann. Nov. 27.

Danville, Pa.—Montour County Bcstg. Co. 1570 kc; 1 kw D. P. O. address c/o William Emert, Philipsburg, Pa. Estimated construction cost $9,790; first year operating cost $17,376; revenue $64,860. Principals: **William Emert, Dean Sharpless** (equal partners). Mr. Emert owns WPHB Philipsburg, Pa.; Mr. Sharpless is chief engineer of WPHB. Ann. Nov. 24.

Smithville, Tenn.—Center Hill Bcstg. Corp. 1480 kc; 1 kw D. P. O. address c/o James W. Dempster, box 332, McMinnville, Tenn. Estimated construction cost $33,860; first year operating cost $34,370.40; revenue $48,736. Principals: **W. E. Vanatta, Franklin H. Brown, Aaron Durham, Herman Spivey, C. H. Cope, Harold L. Durham** (each 16.66%). Dr. Vanatta is chiropractor; Mr. Brown is general manager of WBMC McMinnville, Tenn.; Mr. Spivey is treasurer and 38.4% stockholder of hardwood flooring manufacturing firm; Dr. Cope is president and 14% owner of WBMC; A. Durham is general manager of hatchery; H. Durham is program director of WBMC. Ann. Nov. 29.

Existing am stations

ACTIONS BY FCC

WBOW Terre Haute, Ind.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Nov. 29.

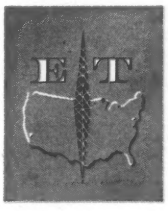
WHIR Danville, Ky.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Nov. 29.

WMLF Pineville, Ky.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; engineering conditions and without prejudice to any action commission may find appropriate in connection with outstanding WMLF renewal application. Chmn. Minow abstained from voting. Action Nov. 29.

WDLC Port Jervis, N. Y.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Nov. 29.

WMDD Fajardo, P. R.—Granted change of facilities from 1490 kc, 250 w, unl. to 1480 kc, 5 kw, unl., engineering condition.

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

Chmn. Minow dissented. Action Nov. 29.

WBEJ Elizabethton, Tenn.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions, and conditional upon whatever action commission may find appropriate in connection with outstanding renewal application of WBEJ. Chmn. Minow abstained from voting. Action Nov. 29.

WBBI Abingdon, Va.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action Nov. 29.

WKOY Bluefield, W. Va.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Nov. 29.

APPLICATIONS

KRAK Sacramento, Calif.—Cp to change from DA night and day (DA-2) to DA night and day (DA-1) and use presently authorized nighttime pattern for both night and day. Ann. Nov. 24.

KSMA Santa Maria, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 27.

KSKI Sun Valley, Idaho—Mod. of license to change hours of operation from unl. to SH: Sun. 8 a.m.-7 p.m.; Mon.-Sat. 7 a.m.-7 p.m. Ann. Nov. 27.

KNCO Garden City, Kan.—Cp to increase power from 1 kw to 5 kw, install new trans. and install DA-D. Requests waiver of Sec. 1.351(b)(2) of rules. Ann. Nov. 29.

KAKE Wichita, Kan.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 29.

KSAM Huntsville, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 27.

KOCA Kilgore, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 27.

New fm stations

ACTION BY FCC

Newark, N. J.—Cosmopolitan Bcstg. Corp. Granted 105.9 mc; 3.219 kw. Ant. height above average terrain 388 ft. P. O. address box 131, Creskill, N. J. Estimated construction cost $11,920; first year operating cost $21,600; revenue $25,000. Principals: **Donald J. Lewis, Suburban Bcstg. Inc.** (each 50%). Mr. Lewis has been president of Multiplex Services Corp., New York; Suburban Radio Inc. is owned by **VIP Radio Inc.**, which is licensee of WVIP Mount Kisco, N. Y. Action Nov. 22.

APPLICATIONS

Dayton, Ohio—Great Trails Bcstg. Corp. 94.5 mc; 11.7 kw. Ant. height above average terrain 538 ft. P. O. address 128 W. First St., Dayton 2. Estimated construction cost $19,946; first year operating cost $3,600. **Charles Sawyer**, sole owner; applicant is sole stockholder of Mid-America Bcstg. Corp., licensee of WKLO and WEZI(TV) Louisville, Ky., and WING Dayton. Ann. Nov. 24.

Lancaster, S. C.—Royal Bcstg. Inc. 102.7 mc; 1 kw. Ant. height above average terrain 200 ft. P. O. address 103 South Catawba St., Lancaster. Estimated construction cost $14,790; first year operating cost $18,000; revenue $19,000. Principals: **Bruce L. Plyler, Charles K. Connelly Jr., Collins-Crain Co.** (voted by W. H. B. Simpson) (each 25.5%); **Belk's Department Store of Lancaster, S. C., Inc.** (voted by Mr. Plyler) (23.5%). Royal Bcstg. Inc. is licensee of WLCM Lancaster. Ann. Nov. 29.

Existing fm stations

APPLICATIONS

WEST-FM Easton, Pa.—Cp to change frequency from 105.7 mc to 96.1 mc, decrease ERP from 10 kw to 4 kw. and change type ant. Requests waiver of Sec. 1.359(b) of rules. Ann. Nov. 29.

KTAL-FM Texarkana, Tex.—Mod. of license to change station location from Texarkana, Tex., to Texarkana, Tex.-Shreveport, La. Ann. Nov. 24.

Ownership changes

ACTIONS BY FCC

KFOX-AM-FM, KFOX Inc., Long Beach, Calif.—Granted assignment of licenses to **Illinois-California Bcstg. Inc.** (Richard Goodman, Mason A. Loundy and Egmont Sonderling have interest in WOPA-AM-FM Oak Park, Ill., KDIA Oakland and WDIA-AM-FM Memphis, Tenn.); consideration $1,000,000. Action Nov. 29.

KDUO(FM), Southeastern Calif. Bcstg Co., Riverside, Calif.—Granted assignment of license and SCA to **KFXM Bcstg. Co.** (KFXM San Bernardino); consideration $60,000. Howard L. Tullis and John P. Hearne, two assignee stockholders, own KAFY Bakersfield, KDEO El Cajon; Mr. Tullis is 52% owner of KEAP Fresno and Mr. Hearne has interest in KVEN-AM-FM Ventura and KUAM-AM-TV Agana, Guam. Action Nov. 29.

KLAS Frontier Bcstrs. Inc., Las Vegas, Nev.—Granted assignment of licenses to **Radio KLAS Inc.** (Paul C. Schafer, has 60% interest in KDOT Reno, and 66-2/3% interest in KOFA Yuma, Ariz.); consideration $155,000. Comr. Bartley dissented. Action Nov. 29.

WYSL, The McLendon Corp., Amherst, N. Y.—Granted assignment of cp and license to **Dynamic Bcstg. of New York Inc.** (licensee of WAMO and WAZZ[FM] Pittsburgh, Pa.); consideration $230,000. Action Nov. 29.

WBNY, WBNY Inc., Buffalo, N. Y.—Granted assignment of license to **The McLendon Corp.** (KLIF and KROW [FM] Dallas, KILT and KOST [FM] Houston, Tex.; WAKY, Louisville, Ky., and WYSL-AM-FM Amherst, N. Y., through subsidiaries or affiliates, KTSA San Antonio, Tex., KEEL Shreveport, La., and KABI Oakland, Calif.); consideration $650,000. Conditioned that assignment not be consummated until McLendon Corp. has disposed of its interest in am station WYSL and any financial interest, including creditor interest, in Dynamic Bcstg. Co. of New York Inc., and without prejudice to such action as commission may deem warranted, if any, as result of determinations reached with respect to the interest of McLendon Corp. in station XETRA Tiajuana, B. C., Mexico. Action Nov. 29.

APPLICATIONS

KKAR Pomona, Calif.—Seeks transfer of 16.66% of stock in **Interstate Bcstrs. Inc.** from **Abbott London** (present one-third owner) to **Maurice Levy Jr.**; consideration $200 in return for $7,500 loan. Mr. Levy is attorney. Ann. Nov. 29.

KLOV Loveland, Colo.—Seeks assignment of license from **Regional Bcstg. Corp.** to **William H. Green,** d/b as **Evergreen Enterprises Inc.**; consideration $68,000. Mr. Green is vice president and stockholder of Kenyon & Eckhardt. Ann. Nov. 29.

WRIZ Coral Gables, Fla.—Seeks transfer of control of **Sioux Bcstg. Corp.** from **Robert A. Peterson, Cameron Stewart, Henry K. Peterson, Robert L. Johns** and **Jerome Annis** to **Dominion Enterprise Investment Corp.** through issuance of 70 new shares of stock (70% of new total) to transferee; consideration $1,750. Transferee is real estate investment firm. Principles include **Kenneth L. Wood** (49.7%), **Peter A. Giordano** (16.5%), **Grover C. Starbuck Jr.** (13.2%) and others. Ann. Nov. 29.

WKLE Washington, Ga.—Seeks assignment of license from **Washington Bcstg. Inc.** to **J. Norman Young** and **J. S. Carter,** (each 50%), d/b as **Wilkes County Bcstg. Co.**; consideration $45,000. Mr. Young is vice president of WZKY Albemarle, and vice president and general manager of WEGO Concord, both North Carolina; Mr. Carter is city manager of Gastonia, N. C. Ann. Nov. 27.

WIMO Winder, Ga.—Seeks transfer of 33.7% of stock in **Winder-Monroe Bcstg. Co.** from **W. C. Woodall Jr.** to **C. H. Grider,** present owner of 33.7% and general manager of WIMO; consideration $10,000. Ann. Nov. 24.

KWEI Weiser, Idaho—Seeks transfer of 52% of stock in **Oxbow Broadcast Co.** from **Mervin W. Ling** to **Edwin C. Miller** (51.8%) and **Dorothy W. Miller** (.2%); consideration $26,000. Mr. Miller is station manager, chief engineer and present 47.8% owner of KWEI; Mrs. Miller is housewife. Ann. Nov. 27.

WRAM Monmouth, Ill.—Seeks transfer of 5% partnership interest in **Prairie Bcstrs.** from **Vernon R. Nunn** to **Stephen P. Bellinger, Morris E. Kemper** (each 1.66%), **Joel W. Townsend** and **Ben H. Townsend** (each .833%); consideration $6,000. Messrs. Bellinger, Kemper, Townsend and Townsend are present owners of 28.33%, 28.33%, 14.167% and 14.167% interests, respectively. Ann. Nov. 27.

WIZZ Streator, Ill.—Seeks transfer of 20% partnership interest in **Streator Bcstg. Co.** from **Vernon R. Nunn** to **Stephen P. Bellinger** (6%), **Joel W. Townsend, Ben H. Townsend** (each 3%), **Morris E. Kemper** (6%) and **T. Keith Coleman** (2%); total consideration $25,000. Messrs. Bellinger, Townsend, Townsend, Kemper and Coleman presently own 20%, 6.75%, 6.75%, 13.5% and 13.25% interests, respectively. Ann. Nov. 27.

KJAY Topeka, Kan.—Seeks assignment of license from **KJAY Inc.** to **KUSN Corp.** (20%) and **Midland Machinery Co.** (80%), d/b as **Midland Bcstrs. Inc.**; consideration $150,000. KUSN Corp. is owned 60% by **Frederick P. Reynolds** and 40% by **Warren F. Rhyner** and is licensee of KUSN St. Joseph, Mo.; **Midland Machinery Co.** is owned 80% by **William C. Hanes.** Ann. Nov. 29.

WAKY Louisville, Ky.—Seeks assignment of license from **The McLendon Corp.** to **WAKY Inc.**; consideration $1,350,000. Sole stockholder of assignee is **LIN Bcstg. Corp.,** Frederick Gregg Jr., president. Ann. Nov. 27.

WLSI Pikesville, Ky.—Seeks transfer of 101 shares of stock (57.4% of total) in **Cumberland Publishing Co.** from **Mrs. W. J. Ward Jr., W. Jeff Ward** and **John M. Ward** as executors of estate of **W. Jeff Ward Jr.** (deceased) to themselves as individuals (each 33.66 shares). **John M. Ward** will then purchase stock held by **W. Jeff Ward** (26% of total), consideration half interest in business. Ann. Nov. 24.

KCMT(TV) Alexandria, Minn. — Seeks commission approval of agreement whereby **Thomas K. Barnstuble** (27.7% stockholder of **Central Minnesota Tv Co.,** licensee), **Julius H. Hetland** (16%) and **E. C. Reineke** (10%) pledge themselves to vote in manner agreeed upon by holders of majority of their combined shares (53.7% of corporation's total); no financial consideration involved. Ann. Nov. 29.

KURL Billings, Mont.—Seeks assignment of license from **Yellowstone Bcstg.** to **Harold Erickson, Arvid A. Erickson, Clyde T. Jarvis, L. E. Wood** and **Don Best,** d/b as **Christian Enterprises Inc.** (non-profit corporation); consideration $65,000. H. Erickson is minister; A. A. Erickson is minister and is manager of KGVW Belgrade, Mont.; Mr. Jarvis is sales manager of KGVW; Mr.

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Wood is vice president of sand and gravel firm; Mr. Best is general manager of lock firm. Ann. Nov. 27.

KCJB Minot, N. D.—Seeks assignment of license from **North Western Enterprises Inc.** to **KXMC-TV Inc.** (49%), **Chester Reiten** (20.4%), **Lloyd R. Amoo, W. L. Hurley** (each 15.3%), d/b as **Big K Inc.**; consideration $170,000. KXMC-TV Inc. is licensee of KXMC-TV Minot; Mr. Reiten is president of KXMC-TV; Messrs. Amoo and Hurley are vice presidents of KXMC-TV. Ann. Nov. 27.

KTAT Frederick, Okla.—Seeks assignment of license from **Frederick Bcstg. Co.** to **W. C. Moss Jr.** and **David W. Ratliff**; consideration $31,000. Mr. Moss owns KSEY Seymour, Tex.; Mr. Ratliff is state senator of Texas. Ann. Nov. 27.

WICU-AM-TV Erie, Pa.—Seeks (1) assignment of license of WICU from **Gibralter Enterprises Inc.** to **Radio Station WICU** (joint venture) consisting of **Edward Lamb** and **Prudence H. Lamb** both individually and as trustees; (2) transfer of control of **Dispatch Inc.**, 99% stockholder of licensee **Gibralter Enterprises Inc.**, to **Edward Lamb** and **Prudence H. Lamb**, both individually and as trustees; no financial consideration involved in either transaction. Ann. Nov. 24.

WKBK Keene, N. H.—Seeks assignment of license from **The KBR Stations Inc.** to **Ralph Gottlieb**, d/b as **WKBK Inc.**; consideration approximately $27,018.93, to be adjusted to reflect changes in value of assets of as of closing date. Mr. Gottlieb owns 30.6% of WKBR-AM-FM Manchester, 30.5% of WTSN Dover, both New Hampshire; 30% of WAEB-AM-FM Allentown and 40% of WRAW Reading, both Pennsylvania. Ann. Nov. 24.

KGFX Pierre, S. D.—Seeks assignment of license from **Ida A. McNeil**, administratrix of estate of **Dana McNeil** (deceased) to Mrs. McNeil as individual; no financial consideration involved. Ann. Nov. 24.

WMAK Nashville, Tenn.—Seeks transfer of all stock in **WMAK Inc.** from **Frederick Gregg Jr.** (20%), **John R. Ozier** (50%) and others to **LIN Bestg. Corp.**; consideration total of 27.7% of stock in transferee. LIN Bcstg. Corp. is sole stockholder of WAKY Inc., assignee of WAKY Louisville, Ky. Ann. Nov. 27.

KAMA(FM) Dallas; KBRE(FM) Houston, both Texas—Seek transfer of 10% of stock in **Texas Fine Music Bcstrs. Inc.** from **Ellis W. Gilbert** to **Roland A. Baker** (5%), **J. Paul Pomeroy Jr.** and **Victor F. Branch** (each 2.5%); consideration $1,480. Messrs. Baker, Pomeroy and Branch are present 50%, 20% and 20% stockholders respectively of licensee corporation. Ann. Nov. 27.

WINA-AM-FM Charlottesville, Va. — Seeks transfer of 280 shares of stock (.56% of total) in **Charlottesville Bcstg. Corp.** from **Lucile V. Faulkner** to **Donald G. Heyne** (112 shares), **Samuel T. Pendleton** (26 shares), **Francis T. Parker III** (10 shares), **Johol & Co.** (56 shares), **Sarah R. Parker** (20 shares) and **Ann M. Minor** (56 shares). Transferees are present stockholders in licensee corporation as shown: Mr. Heyne, 50%; Mr. Pendleton .726%; Mr. Parker, .02%; Johol & Co., 20%. Consideration to Mrs. Faulkner $10 per share. Ann. Nov. 27.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that Sept. 19 initial decision which looked toward granting application of Cosmopolitan Bcstg. Corp. for new Class B fm station to operate on 105.9 mc; ERP 3.219 kw; ant. height 388 ft., in Newark, N. J., became effective Nov. 8 pursuant to Sec. 1.153 of the rules. Action Nov. 22.

INITIAL DECISIONS

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward (1) granting application of Pontotoc Bcstg. Co. for new am station to operate on 1440 kc, 1 kw, D, in Pontotoc, Miss., and (2) denying applications of Marshall C. and Sarah C. Parker and WTWV Radio for new am stations to operate with same facilities in Tupelo, Miss. Action Nov. 28.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Suburban Bcstg. Inc. for new am station to operate on 540 kc, 250 w, DA, D, in Jackson, Wis., conditioned that no harmful interference shall be caused to services operating on 500 kc and in band 510-535 kc, and denying application of Beacon Bcstg. System Inc. for same facilities in Grafton-Cedarburg, Wis. Action Nov. 28.

OTHER ACTIONS

La Fiesta Bcstg. Co., Mid-Cities Bcstg. Corp., Lubbock, Tex.—Designated for consolidated hearing applications for new daytime am stations to operate on 1420 kc, 500 w; made KTJS Hobart, Okla., party to proceeding. Action Nov. 29.

■ By memorandum opinion and order, commission denied petition by Garrett Bcstg. Inc. for reconsideration of Aug. 14 action which dismissed its application for change of operation of KXEN Festus-St. Louis, Mo., on 1010 kc from 50 kw, DA, D to 10 kw-N, 50 kw-LS, DA-2, unl. and change designation to St. Louis. Application is in contravention of NARBA. Action Nov. 29.

■ By letter, commission denied request by WKAN Radio Inc. (WKAN) Kankakee, Ill., for reassignment of different call letter to Baker-Maltby-Baker Enterprise's station WKAK(FM) Kankakee. Commission feels there is not sufficient likelihood of confusion to public particularly since WKAK operates in fm broadcast band and WKAN is standard broadcast station. Action Nov. 29.

■ By memorandum opinion and order, commission granted in part petition by Raritan Valley Bcstg. Inc. to extent of waiving Sec. 1.354(c) of rules and designating for hearing its application to increase daytime power of WCTC New Brunswick, N. J., on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditioned that in event of grant of application, cp shall contain condition that construction shall not commence until decision has been reached in proceeding in Doc. 13528 et al., and in event applications therein are granted, WCTC shall not commence program tests until stations involved are similarly authorized; made WNJR Newark, N. J., party to proceeding. Comr. Bartley voted for grant of application. Action Nov. 29.

Don L. Huber, Madison, Wis.; Bartell Bcstrs Inc. (WOKY) Milwaukee, Wis.—Designated for consolidated hearing applications of Mr. Huber for new am station to operate on 920 kc, 1 kw, DA-D and WOKY for change of operation on 920 kc from 1 kw, DA-I, unl. to 1 kw-N, 5 kw-LS, DA-2; made KDHL Faribault, Minn., and WBAA West Lafayette, Ind., parties to proceeding. Action Nov. 29.

■ By memorandum opinion and order, commission granted petition by Suburban Bcstg. Inc., Jackson, Wis., to reopen record in proceeding on its application and Beacon Bcstg. System Inc., Grafton-Cedarburg, Wis., for new am stations and remanded proceeding to examiner for further hearing on character qualifications of Beacon Bcstg. System; placed burden of proof and of proceeding with introduction of evidence under new issue on Suburban. Comr. Cross dissented and issued statement. Action Nov. 29.

■ By memorandum opinion and order, commission denied petition by Hocking Valley Bcstg. Corp. (WHOK) Lancaster, Ohio, for enlargement of issues in am proceeding in Doc. 14125 et al. to include an issue as to whether Norwood, Ohio is separate community from Cincinnati, Ohio, within meaning of Sec. 307(b) of Act; and dismissed as moot petition by applicant Massillon Bcstg. Inc., Norwood, to strike reply of Broadcast Bureau. Comr. Ford concurred. (In Nov. 15 action re Kent-Ravenna Bcstg. Co., commission stated that standard 307(b) issue includes separate community question. Such issue is included in instant proceeding, and hence addition of separate issue requested by petitioner is unnecessary.) Action Nov. 29.

■ By memorandum opinion and order, commission dismissed as moot petition by Fairfield Bcstg. Co., Easton, Conn., to enlarge issues to include standard comparative consideration as to its application and that of Stratford Bcstg. Co., Stratford, Conn., in am proceeding in Doc. 14166 et al. Action Nov. 29.

■ By memorandum opinion and order, commission denied, on procedural grounds, joint petition by Tropical Telecasting Corp. and Nueces Telecasting Co. for review of hearing examiner's Oct. 16 ruling admitting into evidence exhibits showing original staff plus seven additional part time employes proposed by applicant South Texas Telecasting Inc. (KVDO-TV) in Corpus Christi, Tex., tv ch. 3 proceeding. Action Nov. 29.

■ By memorandum opinion and order in proceeding on revocation of license of KWK Radio Inc.'s am station KWK St. Louis, Mo., commission (1) granted petition by Broadcast Bureau for review of hearing examiner's ruling which permitted KWK to present its case in Washington, D. C.; (2) ordered that hearing be held in St. Louis, Mo., and (3) dismissed as moot Broadcast Bureau's

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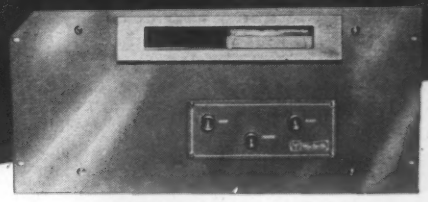

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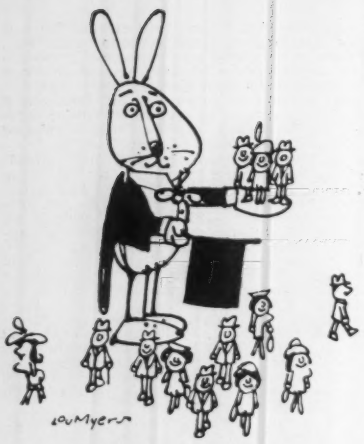

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petition for review of examiner's ruling which refused to quash KWK's notice of intention to take depositions. In connection with discussion on depositions, commission stated that "it is not intended to imply that if KWK should now promptly and reasonably give notice of any depositions it wishes to take, the examiner may not authorize the taking of such deposition and give consideration thereto in his determination of a new date for the recommencement of hearing." Action Nov. 29.

■ By order, commission denied petition by Crawford County Bcstg. Co., Bucyrus, Ohio, for reconsideration of hearing order in am proceeding in Docs. 14805 et al and for dismissal of applciation of Andrew Emerine, Bucyrus, for failure to comply with requirements of Sec. 319(a) of Communications Act and Sec. 1.303 of commission's rules concerning signature of applications by applicants under oath or affirmation. Commission stated that signature was verified by notary public who attested that application was subscribed and sworn to by Mr. Emerine in his presence and meets requirement of proper verification and that, although use of actual signature is far more preferable than the use of (rubber stamp) facsimile, notary's public attestation renders latter legally sufficient. Action Nov. 29.

WNOW York, Pa.; WEER Warrenton, Va—Designated for consolidated hearing applications of WNOW to increase power on 1250 kc. from 1 kw D to 5 kw. DA and WEER to change facilities from 1570 kc, 500 w, D, to 1250 kc, 1 kw, D; made WHUM Reading, Pa., party to proceeding. By letter, advised petitioner WCAE Inc. (WRYT) Pittsburgh, Pa., that in event of grant of WEER application, it will include condition that, to extent that it permits operation with daytime facilities prior to local sunrise, See. 3.87 of rules is not applicable to this authorization, and such operation is prohibited. Action Nov. 21.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

■ Granted petition by Northwest Publications Inc., intervenor, and extended to Dec. 22 time to file replies to exceptions in proceeding on application of WDUL Tv Corp. (WHYZ-TV) Duluth, Minn. Action Nov. 27.

■ Granted petition by Broadcast Bureau and extended to Dec. 1 time to respond to petition by Windber Community Bcstg. System for reconsideration in proceeding on its application and Ridge Radio Corp. for new am stations in Windber, Pa. Action Nov. 27.

■ Granted petition by Kent-Ravenna Bcstg. Co. and extended to Dec. 8 time to file response to petition by Portage County Bcstg. Corp. to enlarge issues in proceeding on their applications for new am stations in Kent and Kent-Ravenna, Ohio, et al. Action Nov. 27.

■ Granted petition by Robert E. Podesta and Marcella Podesta and extended to Dec. 4 time to file replies to exceptions in proceeding on their application for new fm station in Santa Clara, Calif. Action Nov. 27.

■ Granted petition by Newton Bcstg. Co. and extended to Dec. 12 time to file exceptions to initial decision in proceeding on its application and Transcript Press Inc. for new am stations in Newton and Dedham, both Massachusetts. Action Nov. 22.

■ Granted petition by Sanval Bcstrs. and extended to Nov. 24 time to file exceptions to initial decision in proceeding on its application and James E. Walley for new am stations in Oroville, Calif. Action Nov. 21.

■ Granted petition by Broadcast Bureau and extended to Nov. 27 time to respond to petition by Waterland Bcstg. Corp., Fenton, Mich., for reconsideration, and by Don F. Price, Battle Creek, Mich., to consolidate for hearing in Docs. 14085 et al application of Tv Corp. of Michigan Inc. and to set aside initial decision in that proceeding. Action Nov. 20.

■ Granted petition by Broadcast Bureau and extended to Nov. 24 time to file exceptions to initial decision in matter of mod. of license of Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif. Action Nov. 20.

■ Granted petition by Broadcast Bureau and extended to Nov. 24 time to respond to petitions in proceeding on application of Jackson Bcstg. & Tv Corp. (WKHM) Jackson, Mich. Action Nov. 20.

■ Granted petition by Storer Bcstg. Co. (WJBK) Detroit, Mich., and extended to Nov. 30 time to respond to petitions by KSTP Inc. (KSTP) St. Paul, Minn., and Post Newsweek Stations (WTOP) Washington, D. C., for enlargement of issues in consolidated am proceeding in Doc. 14085 et al (Community Service Bcstrs. Inc., Ypsilanti, Mich., et al). Action Nov. 17.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conference for Jan. 8 and hearing for Feb. 19, 1962, in proceeding on applications of Grand Bcstg. Co. and Atlas Bcstg. Co. for new tv stations to operate on ch. 13 in Grand Rapids, Mich. Action Nov. 27.

■ Granted in part requests for partial waiver of Sec. 1.362 of publication rules by Radio One Five Hundred Inc., Pike County Bcstrs., Mainliner Bcstrs, Storer Bcstg. Co., Rossford Bcstg. Inc., Progressive Bcstg. Corp. and Williams County Bcstg. System, applicants for am facilities in 21-applicant consolidated proceeding, and ordered that each applicant be required to publish only name of lead applicant, his own name, names of those with whom he is in conflict, facilities requested by him and by those with whom he is in conflict, issues affecting his application, and time and place of hearing; time for publication to commence from date of release of order. Action Nov. 27.

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: Dec. 27 and Feb. 7, 1962, on applications of Flower City Tv Corp. and Genesee Valley Tv Inc., for new tv stations on ch. 13 in Rochester, N. Y.; Dec. 27 and Feb. 5, 1962, on application of W. E. Baysden for new am station in Jacksonville, N. C.; Jan. 26 and Feb. 5, 1962, on application of KSAY Bcstg. Co. for renewal of license of KSAY San Francisco, Calif.; Dec. 26 and Feb. 5, 1962, on applications of Francis M. Fitzgerald for new am station in Greensboro, N. C., et al. Action Nov. 24.

■ Scheduled prehearing conference for Dec. 19 and hearing for Jan. 29, 1962, on six mutually exclusive applications for ch. 9 in Syracuse, N. Y. Action Nov. 20.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Denied request by Edwin A. Niehay to withdraw his notice not to appear, received Nov. 17, and for acceptance of late filing of appearance in proceeding on his application and Champion Electronics for new am stations in Provo, Utah. Action Nov. 28.

By Hearing Examiner James D. Cunningham

■ Scheduled further hearing for Nov. 30 in Jacksonville, Fla., tv ch. 12 proceeding. Action Nov. 24.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Vernon E. Pressley, Canton, N. C., and continued Nov. 24 hearing to Dec. 11 in proceeding on his am application and that of Folkways Bcstg. Inc. (WTCW) Whitesburg, Ky. Action Nov. 22.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Broadcast Bureau and corrected transcript in matter of revocation of license of Mandan Radio Asso. for am station KBOM Bismarck-Mandan, N. D. Action. Nov. 27.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau and extended from Nov. 22 to Dec. 1 time to file proposed findings and conclusions in proceeding on applications of Radio Quests Inc. and WHOT Inc. for new am stations in Willoughby and Campbell, Ohio. Action Nov. 22.

By Hearing Examiner Walther W. Guenther

■ Closed record in proceeding on application of Maricopa County Bcstrs. Inc. for new am station in Mesa, Ariz., and, as agreed upon at Nov. 7 hearing, proposed findings of fact and conclusions of law will be filed by Maricopa within two weeks after release date of this order, and that within 10 days after filing of proposed findings and conclusions Broadcast Bureau will either issue informal statement or file reply pleading thereto. Action Nov. 20.

By Hearing Examiner Isadore A. Honig

■ Denied petition by Western Bcstg. Co. to set aside previous ruling holding in default its application for new am station in Odessa, Tex., which was in consolidated proceeding with application of R. L. McAlister, Odessa, in Docs. 13796 and 13803, and to reopen record; also denied Broadcast Bureau suggestion to reopen record for additional evidence bearing on Mr. McAlister's application; denied petition by Western to amend its application to reduce

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proposed power from 50 kw to 5 kw and change proposed transmitter location, and rejected tendered amendment. Actions Nov. 24, Nov. 28.

■ Upon oral request by Broadcast Bureau and with consent of other parties who have agreed to waive "four-day rule" of Sec. 1.43, further extended from Nov. 24 to Dec. 1 date for filing proposed findings and conclusions and, on own motion, extended from Dec. 1 to Dec. 8 date for filing replies in proceeding on am applications of Kenneth G. and Misha S. Prather, Boulder, and KDEN Bcstg. Co. (KDEN) Denver, both Colorado. Action Nov. 22.

■ Granted petition by Blue Island Community Bcstg. Inc., Blue Island, Ill., and extended from Nov. 28 to Dec. 21 date for filing proposed findings and conclusions and from Dec. 13 to Jan. 5, 1962 for replies in fm proceeding. Action Nov. 22.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau and continued without date time for filing proposed findings in proceeding on application of Torrington Bcstg. Inc. (WTOR) Torrington, Conn., pending adoption of processing rules upon conclusion of study referred to in Nov. 1 amendment to Sec. 1.351 (b) (3) of rules; ordered chief of Broadcast Bureau to advise hearing examiner and other parties as soon as bureau believes it appropriate to take further action in this proceeding. Action Nov. 22.

■ Upon request by Catskills Bcstg. Co., continued Nov. 20 hearing to date to be announced as soon as counsel for applicant can confer and advise hearing examiner of convenient substitute date in proceeding on Catskills' application for new am station in Ellenville, N. Y., et al. Action Nov. 20.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau and extended from Dec. 1 to Dec. 18 time for filing proposed findings and conclusions and to Jan. 5, 1962, for replies in proceeding on applications of Lakeshore Bcstg. Inc. for new fm station in Racine, Wis., et al. Action Nov. 27.

By Hearing Examiner David I. Kraushaar

■ Granted motion by applicant to correct hearing record to reflect "loss area" of 112.7 square miles affecting population of 4,173 in lieu of 148 square miles and population of 5,614 as shown in applicant's Exhibit 5, page 33, admitted into evidence in proceeding on application of Crawford County Bcstg. Co. (WTIV) Titusville, Pa. Action Nov. 27.

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By Hearing Examiner Jay A. Kyle

■ Granted motion by Radio Alexander City and extended from Nov. 27 to Dec. 11 date for exchange of exhibits in proceeding on its application and Clay Service Corp. for new am stations in Alexander City and Ashland, Ala. Action Nov. 27.

■ Continued without date prehearing conference scheduled for Nov. 29 in proceeding on application of KOFE Inc. (KOFE) Pullman, Wash. Action Nov. 27.

■ Granted request by Burlington Bcstg. Co. and extended from Nov. 27 to Dec. 1 time to file corrections to the transcript in proceeding on its application for new am station in Burlington, N. J., et al. Action Nov. 27.

By Hearing Examiner Forest L. McClenning

■ After Nov. 22 prehearing conference in proceeding on am application of WFYC Inc. (WFYC) Alma, Mich., scheduled certain procedural dates and continued Dec. 15 hearing to Feb. 12, 1962. Action Nov. 22.

■ Ordered that, subject to provisions of Sec. 1.148 of rules, transcript of record in proceeding on applications of Beacon Bcstg. System Inc. and Suburban Bcstg. Inc. for new am stations in Grafton-Cedarburg and Jackson, Wis., is corrected in various respects; denied petition by Beacon Bcstg. System Inc. for leave to amend its application. Actions Nov. 16, 20.

By Hearing Examiner Herbert Sharfman

■ Because of possible conflict with examiner's schedule, rescheduled Dec. 14 prehearing conference for Jan. 5, 1962, in Santa Maria, Calif., tv ch. 12 proceeding (M & M Telecasters et al). Action Nov. 22.

■ Pursuant to commission's memorandum opinion and order announced Nov. 21, rescheduled November 30 hearing in Palatka, Fla., for Jan. 16, 1962, in Washington, D. C., in proceeding on application of REA Radio & Electronic Laboratory for renewal of license of WREA East Palatka, Fla. Action Nov. 22.

■ Formalized ruling made on record of Nov. 15 prehearing conference; cancelled Dec. 18 hearing and scheduled further prehearing conference for Feb. 14, 1962, in proceeding on am applications of Smackover Radio Inc., Smackover, and Magnolia Bcstg. Co. (KVMA) Magnolia, both Arkansas. Action Nov. 21.

■ Scheduled further prehearing conference for Nov. 22 in proceeding on application of WMOZ Inc. for renewal of license of WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for WPFA Pensacola, Fla. Action Nov. 21.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Nov. 28

WYSI, Ypsilanti-Ann Arbor Bcstg. Co., Ypsilanti, Mich.—Granted assignment of cp to Ypsilanti Bcstg. Co.

KCHE, Cherokee Bcstg. Co., Cherokee, Iowa—Granted acquisition of positive control by **Charles Reznikov** through purchase of stock from **M. Louise Shimp.**

WOKW Brockton, Mass.—Granted license for am station and specify type trans. and studio location (trans. location redescribed).

WOXF Oxford, N. C.—Granted license covering increase in daytime power.

■ Granted licenses covering increase in daytime power and installation new trans. for following stations: WHMP Northampton, Mass. and KWYN Wynne, Ark.

WLKW Providence, R. I.—Granted license covering installation of new trans. at main trans. location as auxiliary trans.

KLWT Lebanon, Mo.—Granted cp to install new trans.

WLOS-TV Asheville, N. C.—Granted cp to change type ant.; make changes in ant. system and equipment; ERP vis. 120 kw, aur. 60.3 kw; ant. height 2,830 ft. (main trans. and ant.).

WQVA Quantico, Va.—Granted mod. of cp to change type trans. and main studio location; remote control permitted.

WIST Charlotte, N. C.—Granted mod. of cp to change type trans.

KUDU-FM Ventura-Oxnard, Calif.—Granted extension of completion date to April 30, 1962.

WTRC-FM Elkhart, Ind.—Granted extension of authority to Jan. 31, 1962, to remain silent.

WBAA West Lafayette, Ind.—Granted authority to remain silent on Dec. 25 and Jan. 1, 1962.

KSKI Sun Valley, Idaho—Granted extension of authority to March 15, 1962, to operate 7 a.m. to 7 p.m.

Actions of Nov. 27

WBTS Bridgeport, Ala.—Granted license for am station.

KHGM(FM) Beaumont, Tex.—Granted license for fm station.

WARD Johnstown, Pa.—Granted license covering installation of new trans. and increase in daytime power.

WNAU New Albany, Miss.—Granted license covering change of hours of operation and installation of DA for nighttime use.

KSL Salt Lake City, Utah—Granted license covering installation of new trans. as auxiliary trans. with remote control operation.

Porkie Mts. Tv Inc., White Pine, Mich.—Granted cps for new vhf tv translator stations on chs. 7 and 9 to translate programs of KDAL-TV (ch. 3) Duluth, Minn., and WDSM-TV (ch. 6) Superior, Wis.

WDBQ-FM Dubuque, Iowa—Granted request for cancellation of license; call letters deleted.

Actions of Nov. 24

■ Granted renewal of license for following stations: WGAD Gadsden, Ala.; K73AN Eureka Tv District, Eureka, Nev.; K74AB, K77AE, Jefferson County Tv. Inc., Madras, Ore.; K70BS, K74BA, Kilauea-Kau Community Tv Assn., Naalehu and Volcano Area, Hawaii; K71AA, Kittitas Valley Tv Assn. Inc., Ellensburg and Kittitas Valley Area, Wash.; K70AS Lemhi Tv Corp., Salmon, Idaho; K76BA, Libby Video Club, Libby, Mont.; Minneonto Tv Inc., K70BN, K74AS Virginia, K79AH, K82AJ International Falls, K70BV, K75AQ Kabetogama, K79AL, K82AI Orr, all Minnesota; Mohave County Board of Supervisors, Mohave County, Ariz., K73AJ, K80AP Peach Springs, K74AN, K77AM Chloride, K75AI, K72AV Big Sandy Valley, K70AC, K78AC, K82AA Kingman, all Arizona; K79AB, K82AD, Morrison-Knudsen Inc., Brownlee Trailer Court, Ore.; K72AM, K76AG, East Butte Tv Club Inc., Shelby, Mont.; K71AF, Surprise Valley Tv Club, Cedarville, Calif.; K77AN, Tea Kettle Tv Assn. Inc., Columbia Falls, Mont.; K70BL, K76AU, K80AT, Wheeler County Translator System Inc., Wheeler County, Tex.; K77AR, Windom Area Tv Inc., Windom, Minn.; K76AQ, Mohave County Board of Supervisors, Mohave County, Ariz., Gas City, Bullhead City, Davis Dam, Ariz., and Needles, Calif.

■ Granted licenses to use old main transmitter as auxiliary trans. for following stations: KWPM West Plains, Mo.; WJVA South Bend, Ind.; WEIR Weirton, W. Va.

■ Granted licenses covering installation of new trans. for following stations: WEIR Weirton, W. Va.; KWPM West Plains, Mo., and increase daytime power; WPLK Rockmart, Ga., and increase in power.

■ Granted licenses covering installation of new trans. to be used as auxiliary trans. for following stations: WEAM Arlington, Va., and WKGN Knoxville, Tenn.

KMUZ(FM) Santa Barbara, Calif.—Granted license covering increase in power (105 kw) and specify type trans.

■ Granted licenses for following am stations: WSPZ Spencer, W. Va., and specify studio location; WHHV Hillsville, Va.; WKRW Cartersville, Ga.

WNNJ Newton, N. J.—Granted license covering changes in ant. system.

WNEG Toccoa, Ga.—Granted license covering change in frequency, power, ant., ground system, and installation of new trans.

WINF Manchester, Conn.—Granted cp to move ant.-trans. location and make changes in antenna system (increase height).

WCSS Amsterdam, N. Y.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: WICH Norwich, Conn., to Feb. 1, 1962, and WLTV Bowling Green, Ky., to June 7, 1962.

Actions of Nov. 22

KWYO Sheridan, Wyo.—Granted change of remote control authority.

WMBO-FM Auburn, N. Y.—Granted SCA on multiplex basis; condition.

■ Granted renewal of license for following stations: KFIZ Fond du Lac, Wis.; WBEV Beaver Dam, Wis.; WBIZ Eau Claire, Wis.; WBKV West Bend, Wis.; WEDC Chicago, Ill.; WGEM Quincy, Ill.; WGIL Galesburg, Ill.; WHA Madison, Wis.; WHBL Sheboygan, Wis.; WHFC Cicero, Ill.; WJJD Chicago, Ill.; WJPF Herrin, Ill.; WLPO LaSalle, Ill.; WMIX Mt. Vernon, Ill.; WOMT

Manitowoc, Wis.; WPRS Paris, Ill.; WSAU Wausau, Wis.; WTTN Watertown, Wis.; WEFM (FM) Chicago, Ill.; WEHS (FM) Chicago, Ill.; WKKD-FM Aurora, Ill.; WMIL-FM Milwaukee, Wis.; WMIX-FM Mt. Vernon, Ill.; WPRS-FM Paris, Ill.; *WHA-FM Madison, Wis.; *WHAD (FM) Delafield, Wis.; *WHHI (FM) Highland, Wis.; *WHKW (FM) Chilton, Wis.; *WHLA (FM) Holmen, Wis.; *WHRM (FM) Wausau, Wis.; *WHSA (FM) Madison, Wis.; *WHWC (FM) Colfax, Wis.; WEAU-TV Eau Claire, Wis.; WFRV (TV) Green Bay, Wis.; WGN-TV Chicago, Ill.; WXIX (TV) Milwaukee, Wis.; *WTTW (TV) Chicago, Ill.; WSMI Litchfield, Ill.

WTVP(TV) Decatur, Ill.—Granted cps to change ERP to vis. 200 kw, aur. 110 kw; replace transmission line and make changes in equipment (main trans. and ant.); install auxiliary ant. at main trans. and ant. location..

■ Granted mod. of cps to change type trans. for following stations: WSTV Steubenville, Ohio; WKRZ Oil City, Pa.; WROZ Evansville, Ind.

■ Following stations were granted extensions of completion dates as shown: WOOD-FM Grand Rapids, Mich., to March 1, 1962; WJAC-FM Johnstown, Pa., to March 1, 1962; WKRZ Oil City, Pa., to Jan. 2, 1962; KFLI Mountain Home, Idaho, to March 15, 1962; WSGW Saginaw, Mich., to March 1, 1962; WEUP Huntsville, Ala., to March 15, 1962; WTAQ La Grange, Ill., to Feb. 15, 1962; WCHL Chapel Hill, N. C., to April 26, 1962.

WOCB-FM West Yarmouth, Mass.—Granted request for cancellation of cp for installation of new type ant.

WRVA Richmond, Va.—Granted request for cancellation of auxiliary trans. license.

WMSA-FM Massena, N. Y.—Granted request for cancellation of license; call letters deleted.

KLOA-FM Ridgecrest, Calif.—Granted request for cancellation of cp for fm station.

KEED-FM Springfield-Eugene, Ore.—Granted authority to remain silent for period beginning Dec. 1 and ending Feb. 1, 1962.

WERI-FM Westerly, R. I.—Granted extension of authority to Jan. 31, 1962 to remain silent.

Actions of Nov. 21

■ Granted licenses for following am stations: KZOT Marianna, Ark.; WERA Plainfield, N. J.; WAFS Amsterdam, N. Y.; WCCF Punta Gorda, Fla., and specify studio location.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WIDE Biddeford, Me.; KNOC Natchitoches, La.; KSIG Crowley, La.

KTOD Sinton, Tex.—Granted license covering change in hours of operation; change from DA-D to DA-2; and changes in ground system.

KTOC Jonesboro, La.—Granted license covering increase in power; installation of new trans.; and change from DA-D to non-DA.

KBRS Springdale, Ark.—Granted licenses covering installation of new trans. and changes in ant. system.

WATK Antigo, Wis.—Granted license covering installation of new trans.

WFMT(FM) Chicago, Ill.—Granted license covering change in ERP; ant. height; installation of new trans. and operation by remote control.

Frank William Schmidt, Big Fork, Mont.—Granted cp for new uhf tv translator station on ch. 75 to translate programs of station KREM-TV (ch. 2) Spokane, Wash.

KALU(TV) Hilo, Hawaii—Granted mod. of cp to change ERP to vis. 2.14 kw; aur. to 1.15 kw; ant. height —490 ft.; type ant.; and make changes in ant. system.

KORK-FM Las Vegas, Nev.—Granted mod. of cp to increase ERP to 34 kw; decrease ant. height to —59 ft.; make changes in ant. system; change type ant. and type trans.; waived Sec. 3.205(a) of rules to permit main studios to be located at KORK (AM) site, in Thunderbird Hotel, near Las Vegas; remote control permitted.

Action of Nov. 20

WPRO Providence, R. I.—Granted change of remote control authority.

License renewals

WTVH(TV) (ch. 19) Peoria, Ill.—Granted renewal of license for main trans. and ant. and auxiliary ant., without prejudice to whatever action, if any, commission may deem waranted as result of any final deter-

Continued on page 139

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Nov. 30

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,609	56	91	856
FM	881	61	159	186
TV	487[1]	69	82	135

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Nov. 30

	VHF	UHF	TV
Commercial	469	85	554
Non-commercial	40	18	58

COMMERCIAL STATION BOXSCORE

Compiled by FCC Oct. 31

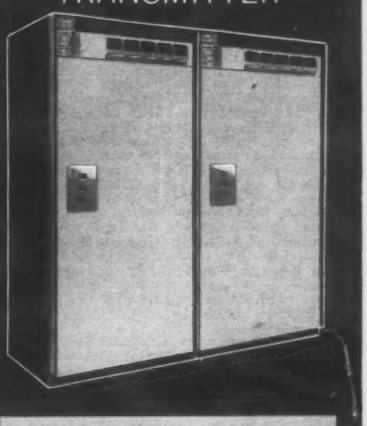
	AM	FM	TV
Licensed (all on air)	3,603	887	487[1]
Cps on air (new stations)	49	41	68
Cps not on air (new stations)	157	185	90
Total authorized stations	3,809	1,113	655
Applications for new stations (not in hearing)	524	99	47
Applications for new stations (in hearing)	171	24	39
Total applications for new stations	696	123	86
Applications for major changes (not in hearing)	508	68	39
Applications for major changes (in hearing)	107	5	13
Total applications for major changes	615	73	52
Licenses deleted	0	0	0
Cps deleted	0	2	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

ITA Quality

MEANS HIGHER POWER FM

35 kw FM TRANSMITTER



FM's Most Powerful Transmitter! ITA's 35 kw FM Transmitter is designed to fill in coverage weak spots—blanket any area with POWER at a price you can afford. Offers these features: • Stereo and Multiplex Provisions • Grounded Grid PA That Needs No Neutralization • Silicon Rectifiers • Power Cutback to 5 kw • Free Installation Supervision. Examine its features . . . step up to the best high power FM transmitter ever made. For complete information write ITA Dept. BI-4.

ITA

ITA Electronics Corporation
BROADCAST DIVISION
Lansdowne, Pennsylvania

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales managers, assistant and station managers, interested in joining expanding Pa., Florida, radio group in administrative capacities—excellent future—send detailed resume to Box 801H, BROADCASTING.

Sales

Sales-operation manager (plus two salesmen) for new (now building) 1-kw-D central atlantic-medium market. Send full resume-photo to Box 729H, BROADCASTING.

Madison, Wisconsin—Excellent situation and future for right man who likes to sell . . . resume to Box 903H, BROADCASTING.

Radio salesman. Base salary $7800 plus 15% commission. Men averaging $10-15,000 year. We pay interview and moving expenses. West Michigan market 350,000. Station full-time am and fm. Resume must include past and present earnings and volume sold. Radio experience not required—sales experience is. Box 920H, BROADCASTING.

Florida. Established station. Full time. 5 kw. Guaranteed salary and incentive plan. Insurance and hospitalization program. Unrivaled living conditions. Housing plentiful and inexpensive. Inquiry will reveal an unusual, opportunity with an outstanding station. Complete resume. References please. Box 999H, BROADCASTING.

Expanding radio-tv organization desires top salesman. Long-range opportunity; attractive starting pay. Must be under 30 years of age with desire to grow with company. Write Box 10J, BROADCASTING.

Sales manager. Progressive, farm station going to 5000 watts soon needs sales manager with experience in competitive markets. Must produce. Call or write Jim Wanke, General Manager, KABR radio, Aberdeen, South Dakota. BA 5-1420.

Sales manager. We furnish car and expenses, salary and commission; exclusive market area, top programming and community acceptance. You furnish experience, ability, sales personality and initiative. Air mail picture, qualifications, background to KAVO, Rocky Ford, Colorado.

Market wide open for experienced, creative salesman capable of producing and holding business. More radio stations in the market than there are real salesman. Producer will be compensated handsomely through salary —commission plan. Send full background and recent photo to Lou Ullo, sales manager, KBIS radio, 2013 Chester Avenue, Bakersfield, California.

Top c&w station needs good salesman interested in making excellent money. Minimum two years sales experience. Sales only. DJ's & pickers need not apply. Guarantee and commission. K-P-E-G, 3810 E. Boone, Spokane, Washington.

Radio salesman . . . must have three years experience radio sales, five years radio. Excellent guarantee and commission. Send resume to Dick Barrett, General Manager, WMFT, Terre Haute, Indiana's only adult music station.

Jacksonville, Florida. Need three experienced radio salesmen to affiliate with rapidly growing company. Send photo and complete resume in first letter to C. Macri, WZOK.

Special feature salesman. Immediate openings most states. Gallucci, East Hampton, Connecticut. Andrew 7-9092.

Help Wanted—(Cont'd)

Sales

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Announcers

Top-rated chain with outlets in key markets is on the lookout for top "format" dj's and aggressive, dramatic, extra-sharp newsman. Only experienced, qualified men need apply. Send tape and resume to be considered. Box 919F, BROADCASTING.

Capable radio announcer desired by am-fm-tv station. Emphasis on voice quality and intelligent delivery. We are adult operation, not personality format . . . interested in maturity and permanence. Above average benefits, pleasant midwestern community. Box 745H, BROADCASTING.

Announcer-engineer. Central Pennsylvania station. Our need is immediate. Salary open. Send resume and tape to Box 758H, BROADCASTING.

New one kw daytimer needs ambitious and aggressive announcer now. Adult music and news format. Send complete resume, picture to Box 985H, BROADCASTING.

Desire person with some announcing and tv production experience. Good opportunity for young man with desire to progress in these fields. Midwestern tv and radio combination. Box 6J, BROADCASTING.

Wanted, combo engineer-announcer under 30 for Tennessee station. Good references required. Write Box 11J, BROADCASTING.

Announcer with first phone ticket has opportunity at on-the-go station near Atlanta. Basic maintenance and a good job on the air are required. Send tape, background, personal and credit references. No rock'n roll man desired. Box 15J, BROADCASTING.

Texas kilowatt seeking experienced, adult announcers. $90.00 week. Send resume, references to Box 24J, BROADCASTING.

Need a combo man for a radio station in a New England market. Prefer a young, single man who wishes to grow with a reliable chain of stations. Box 33J, BROADCASTING.

Need experienced announcer for general staff work at progressive northeast Texas station. Good opportunity for right man. Send tape, resume, photo to KIMP AM-FM, Mt. Pleasant, Texas.

Mobile's #1 station, top 40 has immediate opening for two experienced dj's matured voice assist in production etc. Also two experienced salesman to call on trade and make money. WABB, Mobile, Alabama.

1st phone announcer. Immediate opening. Send resume, tape and salary requirements to Ken Spengler, WCVS, Springfield, Illinois.

Experienced announcer-newsman. Adult music station at the seashore, one hour from New York. Personal interview. Phone Theo Gade, WHTG, Kellogg 1-1410, Asbury Park, New Jersey.

Experienced announcer with first phone—immediate opening. Send resume, tape and photo. J. F. Marzke, WJUD, St. Johns, Michigan.

Help Wanted—(Cont'd)

Announcers

Immediate opening . . . announcer for adult music station. 1st phone preferable, not a must. WLBE, Leesburg-Eustis, Florida.

Immediate opening for two experienced announcers. Must be professional and mature to qualify. Experience in production and/or news desirable. WSAC, Fort Knox, Kentucky. Phone ELgin 1-3121.

Opening for announcer with first phone. Light maintenance, good working conditions. Contact WSYB, Rutland, Vermont.

Combo—first phone. Excellent salary. WVOS, Liberty, New York.

Spanish speaking, first radio telephone, no experience necessary. 250 watt, new equipment, beautiful location. Box 1526, Ponce, Puerto Rico

Combo-man with 1st phone, one year experience each department. Some traffic work with good music station near St. Louis. Good advancement potential. Send photo, complete resume, tape, salary requirements first letter. Write Box 7, Alton, Illinois.

Capable experienced announcer desired for quality fm station in major market. Classics only. Some board experience needed. Good salary. Send tape and resume to P.O. Box 4581, Cleveland 24, Ohio.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Combination announcer-engineer. Maintenance helpful but not required. Salary depends on ability. E. H. Whitehead, KTLU, Rusk, Texas.

Technical

Chief engineer for metropolitan daytimer going directional night. Part of southern group building 3 stations. Good opportunity for experience working with group engineer. Excellent working conditions. Send photo—complete resume, salary requirements first letter. Box 490H, BROADCASTING.

Chief engineer for directional array. Fine company, good equipment. If interested please send detailed application to Box 942H, BROADCASTING.

Engineer-chief: must be combo-something. Eng-sales, eng-announcer, etc. Not sufficient work to spend full time eng. Daytimer. No problems. $100 weekly. Full details to Box 954H, BROADCASTING.

North Carolina coastal area full timer seeks happily married first phone engineer for chief. Duties will consist of maintenance, some air work, installation of new studios in luxury motel and expected construction of new AM full-time station. Willing to pay well for competent, sober, cooperative man interested in working for young, aggressive, growing organization. State experience, salary, availability and enclose recent photo in first letter. Box 958H, BROADCASTING.

Wanted: Combination chief engineer-announcer with first phone. Air shift and maintenance. Small market and local station. Send all information and tape to Allen R. McIntyre, KNDC, Hettinger, North Dakota.

Experienced chief engineer-announcer, with accent on engineering, for 5 kw daytimer in western Wisconsin. Must be stable family man with both personal and credit references. Call or write Bob Smith, WIXK, New Richmond, Wisconsin, CHapel 6-2254.

Help Wanted—(Cont'd)

Technical

Have immediate opening for experienced first-phone combo-man on top-rated 5000 watt station. Must be experienced engineer and able to run tight music and news show. Unusual opportunity for advancement with young, growing chain. Salary commensurate with ability. Send tape; photo, complete resume to Henry Beam, WAAY Radio, Box 986, Huntsville, Alabama.

Chief engineer-announcer for WTWN, St. Johnsbury, Vermont. Excellent pay. Top physical plant and working conditions. Group operation. Must be experienced. Contact E. Dean Finney, General Manager.

Chief Engineer. Immediate opening. WVOS, Liberty, New York.

First phone man . . . needed immediately. $70.00 per week. Some announcing. Must be sober and dependable. Willing to work with a young man out of engineering school . . . if he will work. Rush full information of background to: Banner F. Shelton, Box 311, Madison, North Carolina.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 918F, BROADCASTING.

If you are creative and can write effective commercial copy and have a good commercial voice, send resume and audition tape immediately to Box 796H, BROADCASTING.

Tabloid-schooled news director for first-rated station. Top twenty five market. Wild-blue-yonder opportunity. Box 12J, BROADCASTING.

Experienced woman capable of producing and airing top flight and unusual daily 15 to 30 minutes women's program. Will also be permitted to participate in general sales if qualified. Box 35J, BROADCASTING.

RADIO

Situations Wanted

Management

Manager, heavy sales. For small or medium market. Twelve years experience, ten management. Mature, thorough knowledge all phases. Top past employer references. Immediate. Box 895H, BROADCASTING.

Your station needs this man as manager. Experienced 7 years announcing, 8 years sales, has first class license. Is draft exempt, 36 years old, married, 3 children. On last job 8 years. Contact: 1940 Noccalula Rd., Gadsden, Alabama.

Sales

Experienced manager small market desires to relocate medium or large market—Arizona or California. Top sales record and references. Box 36J, BROADCASTING.

Experienced salesman desires joining established station, Iowa, Minn., Wisconsin. References available. Box 38J, BROADCASTING.

Announcers

Top sportscaster looking for sports minded station. Finest of references. Box 720H, BROADCASTING.

Experienced announcer—dj. Play-by-play experience. Prefer Pennsylvania-New Jersey area. Box 947H, BROADCATING.

Situations Wanted—(Cont'd)

Announcers

Negro versatile announcer looking for work. Will travel, tops in dj show. Box 965H, BROADCASTING.

Canadian wishes to reside in U.S.A. Would like position in radio announcing. Completed course in announcing, control board, and writing. Will furnish full resume. Box 981H, BROADCASTING.

Five years experience, p.d., music, news, sports. Family. East, midwest. Consider tv. $120.00. Box 984H, BROADCASTING.

Young, energetic, experienced. Pep, top 40, light classic. All shifts. All areas considered, prefer southeast. Reply Box 986H, BROADCASTING.

DJ desires top 40 position. Free and willing to travel. Box 994H, BROADCASTING.

Top 40 announcer—young, very tight board! Desires steady, good paying position on east coast. Experience at #1 station. Tape on request. Box 995H, BROADCASTING.

Available after first of year. Experienced announcer-engineer. Box 996H, BROADCASTING.

Aggressive station is sought by eager graduate of midwestern broadcasting school. Mature clear voice, vet, single, college and sales background. Write for tape, photo and resume to Box 998H, BROADCASTING.

Is your pulse low? Should it have a higher count? A competent, experienced, professional personality can raise your count and build those ratings! First phone too! Swing all pertinent details to: Box 4J, BROADCASTING.

College graduate. 3rd phone. Experienced studio engineer. Some announcing experience. Presently in Ohio. Will relocate anywhere. Box 8J, BROADCASTING.

Radio-tv newsman. Six years experience. Reporting, editing, writing, broadcasting. Box 14J, BROADCASTING.

All around announcer—dj. Tight board, bright sound. Willing to relocate. Married. Want to settle down and become part of your community. Box 25J, BROADCASTING.

Draft deferred, experienced greater N.Y.C. market. Mature voice, strong on personality, good news, sell commercial. Desire metropolitan area. Box 26J, BROADCASTING.

Young, ambitious announcer dj. Experienced, bright, tight, good ad-lib wants to settle. Box 28J, BROADCASTING.

Experienced announcer-salesman . . . good on c&w. References. Box 29J, BROADCASTING.

Negro announcer, thoroughly trained, tight format, mature voice—dj. Will travel. Box 31J, BROADCASTING.

Negro announcer, broadcasting school graduate. Does everything extremely well. Third class license. Tape on request. Box 34J, BROADCASTING.

First phone, limited experience. Desires to become top man in broadcast field. Prefer south-east. Military obligations completed. Box 101, Hendersonville, North Carolina. OX 3-3960.

Available immediately, combo man, some experience. Gene McDaniel, Rt. 1, Box 2, Oakdale, Louisiana. Phone 76J.

Ron Roberts, formerly night mayor of WOWO in Fort Wayne and WSPT in Toledo wants to move closer to home-in Wisconsin. Married, 27. Family. Want permanency. 8 years in business. Write Ron Roberts, 517 Bates Road, Toledo 10, Ohio.

Announcer-engineer, first phone, college graduate, 23 years old, will send resume and tape on request. Dick Sharpe, Cleveland, Tennessee.

Aggressive, young, married announcer. Professional school graduate. Prefer south or east. Box 41J, BROADCASTING.

Technical

Engineer, 1st phone radio and tv experience maintenance preferred. Also cr operation and production. Box 945H, BROADCASTING.

Young man, 31, married, 3 years experience in studio operation. Desire position as a studio or xmitter engineer. Box 980H, BROADCASTING.

First phone, family, desire permanent position, radio or television. Prefer Ohio. Available in January. Box 5J, BROADCASTING.

College graduate. 3rd phone. Experienced studio engineer. Some announcing experience. Presently in Ohio. Will relocate anywhere. Box 9J, BROADCASTING.

Twelve years 1st phone engineer. Have served as chief and staff engineer. Maintenance and control room operation. Interested in announcing but no experience. Will relocate any vicinity for right opportunity. Box 17J, BROADCASTING.

First phone, twelve years electronics, eight in broadcasting, directional experience, some television experience. R. H. Alred, Box 241, Cedartown, Georgia.

Experienced first phone engineer desires permanent position; southeast; enjoys mobile maintenance. No announcing. Age 28. K.H., 296 South Spring Street, Spartansburg, South Carolina.

First phone for installation or operation. Have tools. Fair announcer. C. G. Huey, P.O. Box 1377, Ocala, Florida.

Production—Programming, Others

Top talent seeks programming/performing slot. Genuine professional, larger markets. Box 993H, BROADCASTING.

Newsman — mature journalism graduate, limited radio-tv experience. Available immediately. Prefer midwest. Box 16J BROADCASTING.

"Professional" newsman. Authoritative delivery, mature judgment. 30, married. East coast. Box 18J, BROADCASTING.

News editor and broadcaster available December 15th. Strong on editorial writing, public affairs, etc. Twelve years experience all phases of broadcasting. Interested in joining medium market station in northeast or central coastal states. I am a Canadian, 35 years, single. Box 23J, BROADCASTING.

Experienced sportscaster and news director; Due to station format change, present position being discontinued. Recommendation guaranteed by present station manager. Prefer to relocate in tri-state area of southern Ohio of midwest due to familiarity with this area's athletic program. Five years experience, college graduate, two years of news and sports writing for two newspapers, d-jay work, and some sales. Four years play-by-play of three major sports at Ohio State. Single, no drifter, sincere and willing to work. Salary $80-90 per week. Available immediately. Box 40J, BROADCASTING.

Top newspaperman, 11 years dailies, all beats, craves pace, pressure of radio or tv news anywhere. Know camera, mike. Combat vet, 35, degree, 3 children. Jack Magee, HOward 5-1598, San Diego, California.

TELEVISION

Help Wanted—Management

Young man as research manager in sales promotion department of major network television station. Send complete resume to Box 989H, BROADCASTING.

Announcers

Wanted experienced announcer for tv station in progressive North Carolina market. Must be interested in news, married, young, native southerner preferred. Write Box 21J, BROADCASTING. Send resume of experience, education, salary expectations and include tape if possible.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced on-camera tv announcer in 2 station market. Plenty of on-camera work. Only those with experience need apply. Send background information, audio tape, recent photo to Harry C. Barfield, Station Manager, WLEX-TV, Lexington, Kentucky.

Announcer-director. Modern television production center has opening for versatile man who is a proven professional announcer as well as a capable director. Send complete resume, tape, picture. WSAV-TV, Savannah, Georgia.

Technical

Adding to our staff . . . south eastern vhf station needs studio and transmitter engineers. Must be able to switch and video tape experience helpful. State qualifications and salary requirements in letter. All replies confidential. Box 924H, BROADCASTING.

Experienced television transmitter engineer for night maintenance. GE experienced preferred. Excellent conditions, five day week, scale near $200. Major midwest market. Send references, resume and photo. Box 928H, BROADCASTING.

TV transmitter engineer, preferably single man to operate at transmitter location. Salary commensurate with experience. GE transmitter experience preferred. Box 22J, BROADCASTING.

Immediate opening for first class technician studio and uhf-transmitter combined operation. First phone necessary. Contact H. J. Eskew, FLeetwood 2-7673, Urbana, Illinois or write WICD, Danville, Illinois.

WTOC-am-fm-tv, Savannah, Georgia, has opening for first class engineer. Reply by letter to chief engineer, giving complete qualifications, references, photographs and salary requirements for 50 hours.

Production—Programming, Others

Wanted . . . south-eastern, vhf station needs cameraman-floorman and projectionist. Video tape experience helpful, not necessary. State qualifications and salary requirements in letter. All replies confidential. Box 925H, BROADCASTING.

Announcers-directors . . . south-eastern, vhf station will consider non-experience radio announcers. Send photo, audio tape and/or video tape and salary requirements. All replies confidential. Box 926H, BROADCASTING.

Desire person with some announcing and tv production experience. Good opportunity for young man with desire to progress in these fields. Midwestern tv and radio combination. Box 7J, BROADCASTING.

Newsman, reporter-writer-newscaster, to join 10-man major southwestern market tv staff, air featured newscast, support others; CBS affiliate; vacancy now. Box 32J, BROADCASTING.

Attractive and unusual opening at full power vhf for qualified girl for several time weekly live studio show along with part time secretarial responsibilities to general manager. Submit immediate resume and photo-include film clips and tape if available. Mrs. Richard, Personnel, KSOO-TV, Sioux Falls, South Dakota.

TV opportunities—newscaster, announcer, program-production manager, continuity director, account executive, studio assistant, also broadcast equipment sales engineer. Contact E. M. Sears, Personal Manager, Sarkes Tarzian Inc., Bloomington, Indiana.

TELEVISION

Situations Wanted—Management

Selling general manager. 37; college graduate; thoroughly experienced 18 years—8 years television. Can triple ratings and profits; enhance quality image. Have done it; am doing it. Box 626H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

TV sales manager, 35, must move to grow. 14 years broadcast experience, seven with present station. Outstanding sales record. Box 983H, BROADCASTING.

Assistant manager—program director. 39 years old, family man, 19 years radio-tv. Expert on FCC form 303, section IV. Presently responsible for production, film-buying, traffic, continuity, art, news, public service. Handle network and close association with national rep. Full particulars and personal interview on request. Box 834H, BROADCASTING.

After 18½ years with this radio and tv operation, have reached pinnacle because of owner-management. Departments responsible for film-buying, traffic, continuity, art, news, public service, staffed and created these departments for tv. Expert on FCC form 303, section IV. Handle network, close association with national rep. 39 yrs. old. Married. Personal interview on request. Box 20J, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Experienced radio salesman in top eastern market desires opportunity to move into tv sales. College and professional background. Over two years radio sales. Single, will relocate. Box 982H, BROADCASTING.

Announcers

TV and radio experience. Solid background staff announcing and on camera weather forecaster with medium market NBC affiliate. Want step up to larger market. 27, married, family. Write Box 990H, BROADCASTING.

TV booth/live announcer with two years experience. Presently news and program director at small operation. Want chance to grow with growing organization. Have first class ticket. Family. Prefer southeast. Box 3J, BROADCASTING.

TV announcer . . . good voice, appearance. 11 years radio/tv. Last 5 tv. East, midwest. Ability, ambition, experience. Box 19J, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ **Bill**

Situations Wanted—(Cont'd)

Technical

Chief engineer or technical supervisor; fm or tv; well rounded experience in all phases of technical construction, operation, supervision and administration of vhf and uhf tv stations. 13 years in electronics. Current 1st phone. Box 961H, BROADCASTING.

Production—Programming, Others

Six years experience news, film, camera, production and photography. Box 679H, BROADCASTING.

Production manager seeking advancement. Journalism degree. Thoroughly experienced. Married. Veteran. Box 727H, BROADCASTING.

GO-getter. Production man experienced all phases. Film, studio, announcing, traffic. Young, married. Prefer mid-west. Box 784H, BROADCASTING.

Artist—Young, ambitious. Own advertising agency. TV experience: art cards, set designing and building, general floor manager and camera man. Box 997H, BROADCASTING.

How's your tv picture? Bright as it could be? A solid background can help. Try this one. Writing degree; 9 years in major eastern market including all phases of production; photography; traffic; operations; copywriting; public service and program promotion; to #2 man in adv./sales promotion department. Want responsible spot in station or related field. 29. Box 1J, BROADCASTING.

Producer, director. Three years in tv; six in film. Know all departments. Can coordinate staff. Call Robert Dennis, Columbus, Georgia, Fairfax 2-6941.

FOR SALE

Equipment

G.E. 3 kw fm transmitter—used approximately 3 years. Excellent buy at $3,000.00. Box 858H, BROADCASTING.

Used GPL 35mm telecast projector model PA-200. Reasonable. Box 953H, BROADCASTING.

2—Ampex VR-1010 color conversion kits. 1—Ampex color standard. All in new condition. Will sell for fraction of original price. Box 991H, BROADCASTING.

1—Dumont B&W scanner, including 2 film, 2 slide and 2 opaques. Not quite a complete system. Will sell all or individual units. Box 992H, BROADCASTING.

GE console model 4BC1A2. GE Uni-level model 4BA9B1, 2-QRK turntables. Box 2J, BROADCASTING.

Eight (8) practically brand new units of Philco model TLR-2B portable television relay system, consisting of transmitting & receiving terminal & repeater stations. These micro wave units purchased by Am. Tel. & Tel. Co. Box 37J, BROADCASTING.

RCA BTA 250M—250 watt transmitter, many extras; Cleveland allocation map book; GE 4BA10A amplifier; RCA BA -25A AGC amplifier; desire quick sale. Make offer. Box 39J, BROADCASTING.

Automation. Complete outfit, full time operation or you cut in. Big name brand 2 years old. Total cost $12,000, yours for $7200, $2000 down. Low monthly terms. Call Beattie, Swift 2-6022, Danville, Virginia, or write WDTI.

2 automatic (45 rpm) turntables & controls (BQ-103 RCA) **2** turntable equalizing preamplifiers (BA-26A RCA). One turntable with controls and pre-amplifier priced at $995.00. This equipment used only four months. Both machines are equipped with remote control cueing. For inspection and contact, write or call WEAM, 1515 N. Court House Rd., Arlington, Va. Jackson 7-7100.

For Sale: Western Electric type number 355-E-1 5 kw am transmitter. Old but still good. Buyer to assume cost dismantling and shipping. Available early 1962. Send your offer to P. O. Box 5007, Denver, Col.

For Sale—(Cont'd)

Equipment

Magnemite portable tape recorder—spring and battery operated. 7½ ips—5 inch reel capacity and equipped with VU meter. Its ready to go. Make us an offer. KGNO, Dodge City, Kansas.

Brand new fm RC-1A remote control equipment—Still uncrated—25% discount. Write: W. D. Caldwell, 404 Vaughn Building, Amarillo, Texas, telephone: DRake 4-0107.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Am. fm. tv equipment including monitors. 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-0258.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

For Sale: Two Blaw-Knox self-supporting towers 444 ft. high. In excellent condition. Presently in place in Denver area. Buyer would assume cost of dismantling and shipping. Available early 1962. What's your offer? P.O. Box 5007, Denver, Colorado.

New proof of performance package, consisting of: model 250 audio oscillator, model 310 distortion meter, calibrated attenuator, r-f detector, cables, instruction manual. Measures am or fm station response, distortion, noise to FCC requirements. Fully guaranteed. Complete package: $275.00—10 day return privilege—RON Electronics Corp., 150 Pine St., Montclair, New Jersey.

WANTED TO BUY

Equipment

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

AM frequency monitor and 200 feet guyed tower. Used. J. B. Crawley, Box 185, Campbellsville, Ky.

Translator, UHF Adler type UST—10B or BC. New or used. Write giving condition, price, date of purchase to TV Systems, 29360 Bluewater Road, Malibou, California.

One RCA BC-4A console less pre-amps. Write P.O. Box 549, Green Bay, Wisconsin.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

INSTRUCTIONS—(Cont'd)

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting January 3, March 7, May 9, July 11. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. **Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.**

MISCELLANEOUS

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . $5.00: Show-Biz Comedy Service, 65 Parkway Court. Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Build local religious program! Invite council of churches or local minister to voice nationally distributed newscript, add local news. 31 satisfied users. Modest cost. Write Mass. Council of Churches, 14 Beacon St., Boston, for information.

Business Opportunity

Am looking for partner in progressive radio station in intermountain area population 119,000, would like you to be willing to invest $45,000 for 45 percent of station with option to buy 50 percent. Station is 1000 watt daytimer currently in black. Box 579H, BROADCASTING.

RADIO

Help Wanted—Sales

A SALESMAN'S 50,000 WATT CALIFORNIA OPPORTUNITY!!

— a man with a goal and willing to work

— a "Radio" man experienced in selling local clients

— a man willing to develop a strong list into top income

— for this man, the

OPPORTUNITY IS NOW at K R A K — 50,000 watts — SACRAMENTO 14, CALIF.

Send outline of performance and references with letter of application.

Help Wanted—(Cont'd)

Announcers

Quality announcer needed for adult radio operation. Good pay and security offered the right man. Experience necessary with position open within one week.
Box 930H, BROADCASTING

Production—Programming, Others

PROGRAM DIRECTOR
Midwestern Major Market. Need PD to maintain moving sound. Complete authority and responsibility to right man. Salary to $10,000. Send tape and resume.
Box 30J, BROADCASTING

RADIO

Situations Wanted—Management

MANAGER OR SALES MANAGER
Need aggressive leadership for your station? My experience covers local sales, sales management and now manager of large metropolitan regional outlet. I'm seeking a challenging position where compensation will be based on the job I do for you. Market size or location no problem. Am familiar with programming, engineering and FCC rules and regulations. My record is open for inspection—personal references available. All inquiries will receive an immediate reply.
Box 923H, BROADCASTING

Announcers

ANNOUNCER, experienced, happy resonant sound. Age 36. Moderate to top 40. RADIO? T. V? Call WHitney 4-2314, write Apt. D 10061 Carmenita, Whittier, California.

Production—Programming, Others

CONSULTANT PROGRAM DIRECTOR
One of nation's top program men wants to make a change. Current station in top 10 market is #1. The challenge is gone here. Will consider permanent PD position or will consult your station for limited time. Best references. Your reply held in confidence. Write Box 13J, BROADCASTING.

TELEVISION

Situations Wanted—Announcers

Available: News, play-by-play, special events AM-TV. All sports; excellent on-camera presence plus ad-lib emcee. Big 10 and pro football.

TODD BRANSON
1663 Shermer Ave.
Northbrook, Ill.
CR 2-4007

INSTRUCTIONS

HIRING?
RADIO OR TV • MANAGEMENT
ANNOUNCERS • ENGINEERS
PRODUCTION
All degrees of experience
QUICK RESPONSE NO OBLIGATION
WALKER EMPLOYMENT SERVICE
Jimmy Valentine Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

Colorful
RADIO MARKET SHEETS *and* **COVERAGE MAPS**
Address Radio Dept. on your letterhead for FREE information and samples.
EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

BE SURE YOUR OPERATOR KNOWS WHEN A CONELRAD ALERT
or
NEWS BULLETIN COMES OVER THE WIRE. WRITE FOR COMPLETE DETAILS
ON
SPECIAL DEVICE UPI APPROVED
Special Devices,
P. O. Box 811
Greenville, S. C.

FOR SALE

Stations

BOSTON
Class B Stereo Multiplex FM station. Priced for immediate sale. Lynn 9-2213.
Box 702H, BROADCASTING.

FOR SALE
Excellent Florida property 5 KW. Solid economic area—no tourism. Grosses $80,000-$90,000. Opportunity for owner-manager. Full details first letter. No lease arrangements. No broker. Substantial financial qualifications required. $75,000 cash down will handle—balance on terms.
Box 938H, BROADCASTING

FOR SALE
Excellent Middle Atlantic property (day) in rich industrial and agricultural area, of 300,000 plus. Gross $80,000-$90,000. Opportunity for owner-manager. 12 years old, and in excellent physical condition. Includes real estate and is combined operation. $75,000 cash down will handle. No brokers. No lease arrangements. Balance on terms. Substantial financial qualifications required. Box 937H, BROADCASTING.

CALIFORNIA METRO
5000 watt fulltime regional in one of the states most desirable markets. 1960 gross over $600,000 with a cash flow approaching $200,000. Priced at less than one and one-half times last year's gross on terms of 29% down; less for all cash. Box 987H, BROADCASTING.

PACIFIC NORTHWEST REGIONAL
Low frequency fulltimer with the best coverage of any station within 125 miles. Excellent market and potential. Brand new equipment. $140,000 with low down payment and long payoff to the right operator. Box 988H, BROADCASTING.

"Mississippi single daytimer for sale $45,000 with terms. Excellent facility for owner-operator. No brokers."
Box 27J, BROADCASTING

For Sale—(Cont'd)

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Calif	single	power	100M	29%
La	small	daytimer	40M	terms
Ky	small	fulltime	85M	30dn
Fla	medium	fulltime	175M	29%
N.Y.	medium	daytimer	120M	terms
S.E.	metro	fulltime	350M	terms
Gulf	metro	daytimer	150M	29%
Fla	major	rated FM	65M	10dn

And others.

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

New York State regional $125,000—West Coast regional $100,000—Ark. major regional $180,000—Tenn. major $375,000—Tenn. single $82,500 — N. M. major $250,000—N. M. medium $150,000 — Okla. single $100,000 — Tex. single $70,000—Tex. single $145,000—Tex. medium $160,000—Tex. metro. $275,000—Ala. major $300,000 — Miss. single $40,000—Fla. major power $237,000—Fla. major power $550,000—Fla. major $225,000 — Fla. medium $180,000 — La. major $87,500—La. single $26,950—La. single $40,000—and many other in all price ranges! Contact:

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

1. SOUTHWEST. Major market. Top power. Presently investor-owned. Asking $375,000.
2. CALIFORNIA. Full time. Dynamic growth area. Absentee owned. Asking $100,000. Terms.
3. EAST. Top market. Daytime. Absentee owned. Asking $102,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif HO. 4-7279

For Best Results

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 133

mination reached by commission in connection with *In Re Applications of WORZ Inc. and Mid-Florida Tv Corp. For Construction Permits for New Tv Stations* (ch. 9) in Docs. 11081 and 11083. Chmn. Minow dissented. Action Nov. 29.

WCSS Amsterdam, N. Y.—Granted renewal of license. Action Nov. 29.

WCOW Sparta, Wis.—Granted renewal of license without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached in *Re Application of John D. Rice*, now pending before Court of Appeals for District of Columbia. Chmn. Minow not participating. Action Nov. 29.

Rulemakings

PETITION FILED

Sec. 3.606: National Education Tv & Radio Center, Washington, D. C. (11-16-61)—Requests amendment of rules so as to reserve ch. 30 at Elmira, N. Y., for non-commercial educational use and to designate reserved ch. 30 as Corning-Elmira, N. Y. Ann. Nov. 24.

PETITION DISMISSED

Sec. 3.606: California Northwest Bcstg. Co., Tv Station KVIQ-TV Eureka, Calif. (10-14-60)—Requested amendment of rules so as to allocate ch. 11—to Fort Bragg, Calif. Dismissed by memorandum opinion and order adopted Nov. 15, 1961, and released Nov. 20, 1961.

PETITIONS DENIED

Sec. 3.606: Northern California Educational Tv Assoc. Inc., Redding, Calif. (4-21-61)—Requests reservation of tv ch. 9 for non-commercial educational use at Redding, Calif. Denied by memorandum opinion and order adopted Nov. 15, 1961, and released Nov. 20, 1961.

Sec. 3.606: Redding-Chico Tv Inc., Redding, Calif. (6-1-61)—Requests amendment of rules so as to allocate ch. 11— for non-commercial education tv use at Redding, Calif. Denied by memorandum opinion and order adopted Nov. 15, 1961, and released Nov. 20, 1961.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354(c) of commission rules, that on Jan. 3, 1962, standard broadcast applications listed below will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b)(1) and Sec. 1.361(c) of commission rules application, in order to be considered with any application appearing on following list or with any other application on file by close of business on Jan. 2, 1962, which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on Jan. 2, 1962, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359 (i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. Nov. 24.

Applications from top of processing line:

BP-13389: New, Raeford, N. C.—Stanmar Bcstg. Co. Req: 1400 kc, 250 w, unl.

BP-14429: New, Prentiss, Miss.—Jeff Davis Bcstg. Service. Req: 1510 kc, 1 kw, D.

BP-14558: New, Kealakekua, Hawaii—Maunaloa Bcstg. Inc. Req: 790 kc, 1 kw, unl.

BP-14581: KGOS Torrington, Wyo.—Kermit G. Kath. Has: 1490 kc, 250 w, unl. Req: 1490 kc, 250 w, 1 kw-LS, unl.

BP-14582: KTSM El Paso, Tex.—Tri-State Bcstg. Inc. Has: 1380 kc, 500 w, 1kw-LS, unl. Req: 1380 kc, 500 w, 5 kw-LS, unl.

BP-14583: KBFS Belle Fourche, S. D.—Belle Fourche Bcstg. Co. Has: 1450 kc, 250 w, unl. Req: 1450 kc, 250 w, 1 kw-LS, unl.

BP-14584: New, Paynesville, Minn. — Paynesville Bcstg. Co. Req: 1300 kc, 500 w, D.

BP-14585: WMAN Mansfield, Ohio—Richland Inc. Has: 1400 kc, 250 w, unl. Req: 1400 kc, 250 w, 1 kw-LS, unl.

BP-14587: New, Abilene, Kan.—Wyman N. and Willa M. Schnepp as Joint Tenants. Req: 1560 kc, 250 w, D.

BP-14588: New, Farmerville, La.—Union Bcstg. Inc. Req: 1470 kc, 1 kw, D.

BP-14589: New, Arlington, Tex.—Richard Tuck Enterprises. Req: 1240 kc, 100 w, unl.

BP-14590: WEOK Poughkeepsie, N. Y.—Hudson Valley Bcstg. Corp. Has Lic: 1390 kc, 1 kw, D. Has cp: 1390 kc, 5 kw, DA, D. Req: 1390 kc, 1 kw, 5 kw-LS, DA-2, unl.

BP-14592: New, Beloit, Kan.—KRFS Radio. Req: 1560 kc, 250 w, D.

BP-14594: New, Holly Hill, S. C.—Palmetto Communications Corp. Req: 1440 kc, 1 kw, D.

BP-14595: New, Centre, Ala. — Radio Centre. Req: 1560 kc, 1 kw, D.

BP-14597: WCCW Traverse City, Mich.—D. C. Summerford. Has: 1310 kc, 1 kw, D. Req: 1310 kc, 5 kw, D.

BP-14598: WDEA Ellsworth, Me.—Coastal Bcstg. Inc. Has: 1350 kc, 1 kw, D. Req: 1370 kc, 5 kw, D.

BP-14603: New, Cuthbert, Ga.—Radio Cuthbert. Req: 1510 kc, 1 kw, D.

BP-14604: New, Donalsonville, Ga.—Radio Donalsonville. Req: 1500 kc, 1 kw, D.

BP-14607: WCMI Ashland, Ky.—WCMI Inc. Has: 1340 kc, 250 w, unl. Req: 1340 kc, 250 w, 1 kw-LS, unl.

BP-14608: WHUC Hudson, N. Y.—Colgreene Bcstg. Inc. Has: 1230 kc, 250 w, unl. Req: 1230 kc, 250 w, 1 kw-LS, unl.

BP-14609: New, Robstown, Tex.—George Leon Gossage. Req: 1510 kc, 500 w, D.

BP-14610: WCNC Elizabeth City, N. C.—Albermarle Bcstg. Co. Has: 1240 kc, 250 w, unl. Req: 1240 kc, 250 w, 1 kw-LS, unl.

BP-14612: WCER Charlotte, Mich.—Eaton County Bcstg. Co. Has: 1390 kc, 1 kw, DA, D. Req: 1390 kc, 5 kw, DA, D.

BP-14614: KTWL Golden, Colo.—Norman Bcstg. Has: 1250 kc, 1 kw, DA, D. Req: 1250 kc, 500 w, 5 kw-LS, DA-2, unl.

BP-14615: New, Spring Lake, N. C.—Radio Smiles Inc. Req: 1450 kc, 250 w, 500 w-LS, unl.

BP-14617: New, Winfield, Ala.—John Self. Req: 1300 kc, 500 w, D.

BP-14618: New, Iowa Falls, Iowa—Iowa Falls Bcstg. Corp. Req: 1510 kc, 500 w, D.

BP-14619: New, Vidor, Tex.—Vidor Bcstg. Inc. Req: 1510 kc, 1 kw, D.

BP-14620: KWAD Wadena, Minn.—KWAD Bcstg. Co. Has: 920 kc, 1 kw, DA-N, unl. Req: 920 kc, 5 kw, DA-2, unl.

BP-14635: KRDO Colorado Springs, Colo.—Pikes Peak Bcstg. Co. Has: 1240 kc, 250 w, unl. Req: 1240 kc, 250 w, 1 kw-LS, unl.

BP-14637: KQAQ Austin, Minn.—KQAQ Inc. Has: 970 kc, 5 kw, DA, D. Req: 970 kc, 500 w, 5 kw-LS, DA-2, unl.

BP-14638: WCAM Camden, N. J.—City of Camden. Has: 1310 kc, 250 w, unl. Req: 1310 kc, 250 w, 1 kw-LS, unl.

BP-14640: KOVE Lander, Wyo.—Fremont Bcstg. Inc.—Has: 1330 kc, 1 kw, DA-N, unl. Req: 1330 kc, 1 kw, 5 kw-LS, DA-N, unl.

BP-14643: KWBW Hutchinson, Kan.—Nation's Center Bcstg. Inc. Has: 1450 kc, 250 w, unl. Req: 1450 kc, 250 w, 1 kw-LS, unl.

BP-14644: New, Bolivar, Tenn.—Savannah Bcstg. Service Inc. Req: 1560 kc, 250 w, D.

BMP-9326: WFFF Columbia, Miss.—Fortenberry Enterprises. Has: 1600 kc, 500 w, D. Req: 1360 kc, 1 kw, D.

BP-14646: New, Shenandoah, Penn. — Schuykill Trans-Audio Inc. Req: 1530 kc, 250 w, D.

BP-14648: New, Rhinelander, Wis.—Rhinelander Tv Cable Corp. Req: 1300 kc, 5 kw, D.

BP-14651: WREL Lexington, Va.—Rockbridge Bcstg. Corp. Has: 1450 kc, 250 w, unl. Req: 1450 kc, 250 w, 1 kw-LS, unl.

BP-14652: WNAM Neenah-Menasha, Wis.—Neenah-Menasha Bcstg. Inc. Has: 1280 kc, 1 kw, DA-N, unl. Req: 1280 kc, 1 kw, 5 kw-LS, DA-2, unl.

BP-14654: WLTC Gastonia, N. C.—Gastonia Bcstg. Service Inc. Has: 1370 kc, 1 kw, D. Req: 1370 kc, 5 kw, D.

BP-14656: WXAL Demopolis, Ala.—Demopolis Bcstg. Inc. Has: 1400 kc, 250 w, unl. Req: 1400 kc, 250 w, 1 kw-LS, DA-D, unl.

BP-14658: WYLD New Orleans, La.—Rounsaville of New Orleans Inc. Has: 940 kc, 500 w, 1 kw-LS, DA-N, unl. Req: 940 kc, 500 w, 10 kw-LS, DA-2, unl.

BP-14659: WMSR Manchester Tenn.—Manchester Bcstg. Co. Has: 1320 kc, 1 kw, D. Req: 1320 kc, 500 w, 5 kw-LS, DA-N, unl.

BP-14665: New, Shakopee, Minn.—Progress Valley Bcstrs. Co. Req: 1530 kc, 500 w, D.

BP-14669: WMNT Manati, P. R.—Arecibo Bcstg. Corp. Has: 1500 kc, 250 w, unl. Req: 1500 kc, 250 w, 1 kw-LS, unl.

BP-14670: New, Ridgeland, S. C.—James W. Synott. Req: 1430 kc, 1 kw, D.

BP-14672: WATT Cadillac, Mich.—Midwestern Bcstg. Co. Has: 1240 kc, 250 w, unl. Req: 1240 kc, 250 w, 1 kw-LS, unl.

BP-14674: WLEU Erie, Penn.—Radio Station WESB. Has: 1450 kc, 250 w, unl. Req: 1450 kc, 250 w, 1 kw-LS, unl.

Eating Need Not Be A Problem for Chemists

We dairymen certainly believe there is much that is favorable to be said about the efforts being made to encourage the people of this country to select their foods on the basis of providing a daily diet that is well balanced in terms of good nutrition. However, it seems to us that some people tend to carry this idea to unnecessary extremes.

Judging by some of the more rabid food and drug advertising appearing these days, it would appear that we are all expected to take courses in chemistry, and perhaps physics as well, in order to select what we are supposed to eat.

If present trends continue, we may expect our favorite waitress in the corner restaurant to be asking us if we want our polyunsaturated acids boiled or fried, and in what proportion to amino acids do we want the lipids.

The way things are going, we could expect to hear the waitress holler back to the kitchen something along this line: "Scramble two vials of polyunsaturated acids with half an ounce of triglycerides. Mix in four portions of high grade amino acids, one portion of all purpose vitamin pills, and make it look like a T-bone steak."

It's surely miserable enough to have to read and to hear about medicine when one is ill, but we are still old-fashioned enough to believe that medicine ought to be prescribed by the physicians who have spent years being educated in how to care for the sick. Medicine-prescribing certainly is not a job for food advertisers, and it can certainly prove to be disastrous for people who are really ill. Sick people need the help of doctors of medicine and ought to ignore the pseudo-doctors of bewitching.

There is no good reason why perfectly healthy people should have to be exposed to all these efforts to take the joy out of a good meal. This is especially bad when so many of the recommendations being made these days are nothing more than the latest fantastic ideas of food faddists and quacks who capitalize on the general public interest in good health in order to make a fast buck. Much of the information being offered to people today is based on research work that is far from conclusive and which certainly provides no firm basis for making general recommendations about what people should be eating or doing.

The time has certainly arrived when we must apply more intelligent appraisal to the kind of information which is being passed along to the public which is eager to learn what should be done to enjoy good health. Health news, in advertising or editorial form, deserves very careful consideration. Misinformation can mislead many people. The mass media, to which so many people look for guidance, have a very important responsibility to check facts.

Food processors and distributors also bear this same measure of responsibility in the kind of information which is presented to the public about foods. It would be most unfortunate if the high level of good health enjoyed by most people in this country today were to be endangered by any more failures on the part of food distributors and the mass media to be factual.

We dairymen pledge ourselves to continue our support of nutrition research which seeks to provide facts, and we further pledge that we will strive to present these facts to the American people.

american dairy association

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

OUR RESPECTS to Wilmer C. Swartley, senior vp, Westinghouse Broadcasting Co.

Broadcasting cannot abstract itself from the community

The accent now being placed on public affairs programming is bringing Wilmer Cressman Swartley's pioneering work in this field to general industry notice. He has been involved with it for some 23 years now, as long as he has been in broadcasting.

Mr. Swartley is the senior area vice president for Westinghouse Broadcasting Co. in charge of WBZ-AM-FM-TV Boston and WBZA Springfield. He has devoted his entire business career to community relations and awareness of community needs. He has seen his philosophy reap rewards, bringing success to himself and to WBZ-TV, the station he has headed for 15 years.

Mr. Swartley more or less stumbled on the opening that has made him a "pr man's pr man." During his college days at Cornell, he was a mechanical and industrial engineering student, following a scientific bent inherited from his father, he says. His schedule included a number of industrial relations courses in which he began to take more than a passing interest.

Engineer to Salesman ▪ When Westinghouse Electric came to Cornell to recruit graduating engineers for its sales training courses, Mr. Swartley was struck by Westinghouse's adult education program, particularly as it affected community relations, and he joined the company.

He quickly caught the eye of William G. Marshal, vice president in charge of industrial relations (there was no public relations staff at the time), who made him a staff assistant in the department. Mr. Marshal's influence has been instrumental in propelling Mr. Swartley upwards.

In 1936 Westinghouse worked out a plan for giving junior executives in-shop training that would accelerate their advancement in, and service to, the company. Mr. Swartley was the second person under the program to move into the president's office, where he got the total view of the firm that the plan was supposed to give. From this vantage point, he saw and became interested in Westinghouse's broadcasting division.

He mentally devised a plan by which he could hitch his public affairs and community interests to the company's broadcast properties (WBZ Boston, WBZA Springfield, KYW Philadelphia and WOWO and WGL, both Ft. Wayne).

At the same time that he was thinking in terms of broadcast management and program development, he began (under the name of Bruce Carlton), to do a number of dramatic radio shows for WCAE and KDKA, both Pittsburgh. One night, Walter Evans, vice president of Westinghouse Broadcasting division, came in to KDKA and saw Mr. Swartley taking part in a dramatic show. He asked Mr. Swartley if he would undertake some special broadcasting division assignments, including a position on the committee handling KDKA's 17th anniversary. Mr. Swartley said he would, thus making his first "official" appearance as a member of the Westinghouse broadcasting team.

Salesman to Programmer ▪ In 1938 (at age 30)) he was named general manager of WGL and WOWO, and given an opportunity to implement the programming theories he had devised earlier. It took him just three years to establish the stations as forces in the community. He developed programs featuring local newspaper editors with analyses of the news, developed close ties with the chamber of commerce, the Indiana department of education, the Hoosier state's governor, Fort Wayne's mayor, and other civic leaders.

After two years in Fort Wayne, Mr. Swartley was transferred to Boston, to WBZ and WBZA in 1940.

His ROTC commission was activated in 1941, detouring his broadcasting career until November 1945 when he was discharged from the service as a major in the ordnance department.

He returned early in 1946 to Westinghouse, and was immediately handed the job of developing WBZ-TV which had been granted a construction permit that year. He was given the title of general manager. In 1955 he was promoted to area vice president.

Wilmer Cressman Swartley
"The pr man's pr man"

Mr. Swartley was born in North Wales, Pa., in 1908. In 1926, he graduated from Philadelphia's famed William Penn Charter School, and went on to Cornell U. He was graduated in 1930 with a degree in mechanical engineering.

Programmer to Public Servant ▪ He is married to the former Eleanore McKnight (his nurse during a tonsilectomy) and has a daughter, Ariel, 15. The Swartley family lives in a modest 10-year-old colonial style house in West Newton, 10 miles from Boston.

Mr. Swartley doesn't have too much time for hobbies, but he is able occasionally to crank up his movie camera. His favorite subject: Ariel, whom he has photographed in Nantucket (where they have a summer place) during the past decade and has a 40 minute feature film to show for his efforts. He also claims to have the shiniest and best surf casting rod in Nantucket, but admits wryly he can't catch any fish.

To those who know him, it's a wonder Mr. Swartley can get to Nantucket even two weeks a year. He's a devout joiner who always seems to have a project in the works. He is the immediate past president and director of the Massachusetts Broadcasters Assn., past director and vice president of the Assn. of Professional Broadcasting Education, member of the Boston Ad Club, chamber of commerce, Broadcasting Executives Club, the Algonquin Club, the Governor's Industrial Advisory Committee and is a member of the board of trustees of the Newton-Wellesley Hospital. In addition, he has served on some 15 other committees.

The combined staffs of WBZ-AM-FM-TV have followed Mr. Swartley's example, and now list memberships in 172 different organizations, following the maxim that if you intend to program for a community you have to know that community.

His personal broadcasting philosophy, which has been translated into concrete terms in the programming and general policies of the Westinghouse stations he has headed, centers around determining and then fulfilling community needs. To perform these two successive actions effectively, Mr. Swartley feels that the station must, first, "believe strongly in creativity"; and, second, "believe that good public service programming will deliver an audience, and that it will 'pay off' for a station."

NBC's 35th

WE can think of several reasons why NBC chose Beverly Hills as the site of this week's birthday party and affiliates convention at which the network will celebrate its move into first place in audience and billing.

One is that Beverly Hills is a nice place in which to celebrate anything.

Another is that NBC has large and impressive facilities there and a cluster of glittering talent available to entertain the affiliates.

Still another is that Beverly Hills is comfortably distant from Washington. In the light of recent experiences in Washington, it is a wonder NBC did not choose to hold its party in Hong Kong.

It was almost exactly five years ago, on the eve of a similar NBC celebration in Miami, that NBC and its parent RCA were sued by the government in a civil antitrust action that was to lead to a consent decree under which the network agreed, among other concessions, to divest itself of its Philadelphia stations. That decree in turn was to lead to a complicated station exchange agreement with RKO General that the FCC has set for a major hearing.

Today (Dec. 4) NBC and the two other television networks are scheduled to make a defense against still another attempt by the government to complicate their business practices. They are to participate in arguments before an FCC that is threatening to reduce option time or eliminate it altogether.

It would take this entire page to summarize other government problems that all networks and all broadcasters now face. To look only at those problems would lead to the assumption that broadcasting is replete with rogues and thieves. It strikes us as a grotesque anomoly that the record of accomplishments that NBC will display to its affiliates this week is a record of service to the American public unmatched by any other corporation of any kind.

It was NBC that originated regular radio network operations 35 years ago. NBC was the leader in the early development of television networking. The measure of the debt the American people owe to NBC is the number of hours of enjoyment and enlightenment that the network has broadcast since Nov. 15, 1926. That is a big debt and we do not think it can be paid by government harrassment.

Unfair, false & misleading

ALL broadcasters have been put on notice by the FCC that they are expected to become agents of the Federal Trade Commission in a kind of advertising policing more suited to Moscow than to Washington.

The FCC has announced an intensified system of cooperation with the FTC that is plainly intended to euchre television and radio stations into throwing advertising off the air before the advertising has been subjected to an orderly test under formal procedures in the FTC and the courts. From now on all stations will receive—reportedly at monthly intervals—the FTC's "Advertising Alert," a leaflet describing FTC investigations, complaints and orders. The FCC says broadcasters ought to be guided by it.

No broadcaster who places any value on his reputation will knowingly broadcast advertising that misleads or perpetrates a fraud. Hence no reputable broadcaster would quarrel with a system of cooperation in which the FTC alerted him to advertising that had been proved to be misleading or fraudulent.

But the FCC, in cooperation with the FTC, is now asking broadcasters, at least by implication, to reject advertising before it has been proved misleading or fraudulent. It is asking broadcasters to do the FTC's work without the benefit of the FTC's resources and without the protection to the advertiser that formal FTC procedures provide.

It is the history of the Trade Commission that far more complaints are filed than cases won. The FTC itself dismisses some complaints. When it does issue cease and desist orders, the orders not infrequently are thrown out by the appellate courts. As we have observed in earlier editorials, an FTC complaint is no more a proof of guilt than a poison-pen letter.

Yet under the new system of cooperation between the FCC and FTC the broadcaster will be deluged with reports of mere complaints and mere investigations. What is he to do? If he rejects the commercial of an advertiser under investigation and the advertising is eventually cleared by the FTC, he will have lost business and unfairly closed a route of public access to the advertiser. If he takes the risk of carrying the commercial and the advertising is eventually ruled illegal by the FTC in a decision confirmed by the courts, the broadcaster faces disciplinary action from the FCC. In these circumstances, the natural tendency will be for broadcasters to reject more quickly than they risk.

It is not a tidy way to run a democratic government.

Rubles and kopecks

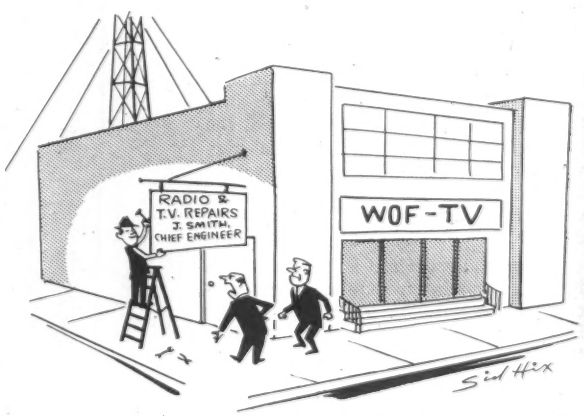
PITY the poor Soviet Union. It spends billions (where we spend millions) in propaganda claiming superiority in everything military, scientific or economic. It spends an estimated $125 million to jam the *Voice of America* broadcasts—more than the total appropriation of $115 million for all of the activities of the U. S. Information Agency.

But Russia can't afford to increase its small contribution to maintain the United Nations for reasons that are too fuzzy to understand in the light of its boasts.

The Soviet Union pleaded poverty when confronted with an increase in assessment of from 13.62 per cent to 14.98 per cent of the UN budget for 1962-64. The United States now pays 32.5 per cent and the proposal is that this be trimmed slightly to 32.02 per cent.

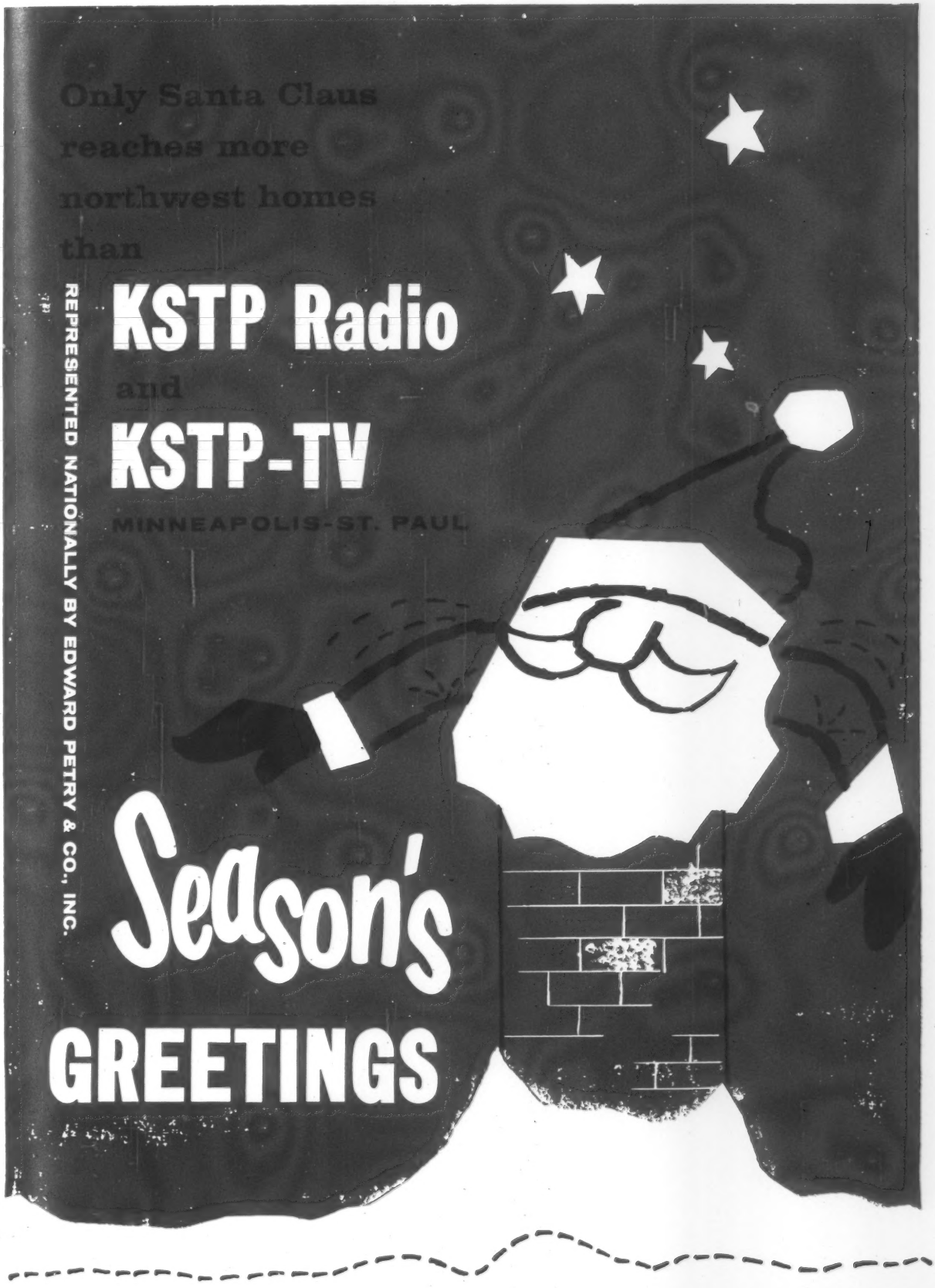
Certainly these facts should impress the new and developing nations being romanced so assiduously by the Communists who would give them a more abundant life.

The USIA could do a better job of informing the world of the facts if Congress would give it the appropriations it needs. A starting point might be a sum equal to what the Soviet spends in jamming the *Voice* transmissions.



Drawn for BROADCASTING by Sid Hix

"Okay! Okay! Take down the sign . . . we'll give you your raise."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reaches more
northwest homes
than
KSTP Radio
and
KSTP-TV
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